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The Journal of the American Newspaper Publishers Association

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INTERFACE
'86

WHAT'S BLACK AND WHITE AND ALL OVER?

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Conference Report *For the third time in the high-tech decade of the '80s, ANPA took its trade show to Atlanta. Thousands of people from newspapers and their equipment suppliers flocked to the Georgia World Congress Center for the Association's 58th Annual Operations Management Conference & Exposition, "Interface '86: People—Developments—Quality." Besides the record-setting equipment exhibit, there were three general sessions and 16 workshops on the nuts and bolts of newspaper production and other topics.* **34**

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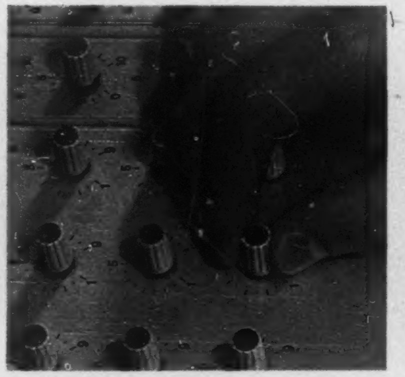

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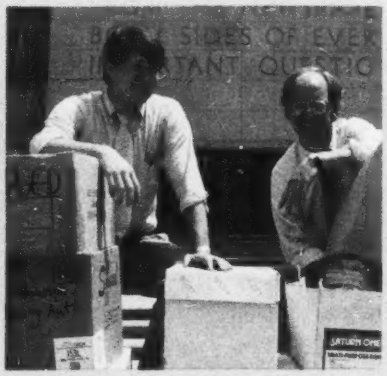

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CHAIRMAN'S CORNER

Focus of ANPA's technical efforts has been right on target

I was pleased to see so many newspaper executives and newspaper suppliers last month at ANPA's Operations Management Conference & Exposition. We were able to see there a good portion of our technological future.

These new and improved systems on display in Atlanta all were designed by talented suppliers to help newspapers remain competitive and productive through increased efficiency—and with an improved final product. It is useful for us to recall that the ideas for many of those new and improved systems first took shape on the drawing boards of our Association.

Over the years, in fact, ANPA has initiated research and development of most of the technical advances that now are commonplace throughout the business. Our technical experts were instrumental in development of offset printing for newspapers, photo-plastic letterpress plates, VDT editing and DI-LITHO™ printing, to name a few.

At Atlanta we saw several newspaper flexographic presses on display. ANPA developed the first newspaper-flexo test press eight years ago.

More recently, ANPA acted as a catalyst for the research that led to development of some of the electronic photography systems that were highlights of this year's Exposition.

Your Technical Committee, made up of newspaper executives from across the country, and your ANPA technical research staff are continuing to work to keep our business contemporary and competitive. They regularly look at our technology, determine where it is, and consider where it should be in the future [**presstime**, June 1986, p. 36]. And we keep this never-ending process moving.

Alvah H. Chapman Jr.

Over the years, our focus has been right on target. None of us could have accomplished as much, or as well, had we limited ourselves to individual efforts.

And once the inevitable new systems come on line in our plants, ANPA technical trainers carry the benefits one step further with comprehensive seminars. If you aren't using this compact, economical, targeted training, you are missing real value.

Hands-on technical seminars are held regularly at The Newspaper Center in Reston, Va. They cover such topics as color-scanner operations, advanced offset press operations, quality control, color separations and camera techniques. Seminars targeted at topical concerns or problems also are scheduled periodically.

The annual Exposition, our training programs and our catalytic research projects are just a few of the ways ANPA is furthering the positive evolution of our business and the steady improvement of our service to readers and advertisers. My special thanks go to all who are helping. Others should also let them know their efforts are appreciated. Better yet, join in their work.

Alvah Chapman

Alvah H. Chapman Jr.
Chairman and President

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El Paso Herald-Post
El Paso Herald
County attorney arrested

WHAT'S THE POWER OF THE PRINTED WORD IF PEOPLE CAN'T READ?

The statistics were overwhelming: nearly one-third of the over-25 population of El Paso, Texas was functionally illiterate.

The El Paso Herald-Post's response was to launch "Year of the Printed Word," a literacy program for both children and adults. With a grant from Scripps Howard, the newspaper hired a literacy campaign coordinator, carried features and in-depth reports, began a weekly literacy column and commissioned a daily comic strip to help parents teach preschoolers to read.

The Herald-Post has staged a 24-hour readathon, enlisted volunteers for tutoring, formed a business consortium for literacy and helped organize the free distribution of books, with 200,000 already on hand from New York publishers. The campaign has encouraged new programs, lent support to existing efforts, brought groups together, and gained the cooperation of the broadcast media in reaching people who are illiterate.

Battling illiteracy is a long, slow process. But "Year of the Printed Word" is a promising start. The El Paso Herald-Post hopes the successes and failures of its program can serve as a model for other newspapers, spearheading a national campaign against illiteracy.

That's the power of the printed word.

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NEWSPAPERS
WE MAKE A DIFFERENCE

COMPUTERS AID SINGLE-COPY SALES

Software helps eliminate guesswork in deciding number of papers to leave at vending machines, other outlets

BY GENE GOLTZ
presstime staff writer

A handful of North American newspapers have pioneered in the use of computers to predict single-copy sales, and circulation managers at those newspapers are virtually unanimous in praise of the system. They say the computer technology has cut costs, reduced returns and resulted in better overall circulation efficiency.

Although such programs are used at fewer than a dozen newspapers, that number is expected to grow in the near future. "All of a sudden it's become a hot item. We are constantly getting calls from people asking how we do this," says Donald L. Hollomon, circulation director of The Columbus (Ga.) Enquirer and The Columbus Ledger, whose use of a computer system for single-copy sales dates from 1977.

Hollomon and other employees wrote the software in Columbus. With it, the computer stores circulation sales data covering the previous five weeks for each of the Enquirer and Ledger's 380 newsracks and other outlets. The computer averages those figures for each location for each day of the week, and circulation drivers make their drops accordingly.

The computer also keeps track of returns, stolen copies, money collected—in Hollomon's words, "everything."

The Courier-Journal and The Louisville Times in November began testing a circulation computer program for some street sales. Richard A. Cox, single-copy sales manager, says it has worked so well the company hopes to expand the system to its entire circulation area.

To do so, however, the Louisville newspapers must first sell the idea to their independent contractors who deliver the papers. Contractors will naturally resist a system that takes away their control over how many papers to draw, Cox notes. But the computer system results in fewer unsold or returned papers, and Cox believes the advantages are so great that the system will almost sell itself.

"We love it. In fact, we project we'll have 95 percent of the racks in the computer system by the end of next year," Cox says. "We think as we expand and show it to (the contract carriers), they'll voluntarily take it."

The computer can outperform a mediocre human distributor, and "if you have a good person on the rack, the computer does it quicker and cheaper," Cox says.

Both computer suppliers and their newspaper customers find it difficult to quantify exactly how much "cheaper" a computer can do the job, however.

Circulation Director James N. Manaugh says that after The Times-Herald Record in Middleton, N.Y., developed its software program, single-copy sales increased 5 percent and returns dropped 10 percent. In Columbus, Holloman says that with the computer, the Enquirer and Ledger are saving about four hours a week in the time required to make the estimates of how many papers to drop per outlet.

From the vendors' side, Jerry Martinez, newspaper systems manager for Collier-Jackson Inc. of Tampa, says costs of commercially available software vary from newspaper to newspaper.

Collier-Jackson is one of at least a dozen computer companies around the country that sell generic programs for single-copy sales. The programs are tailored to fit the individual paper's particular needs and circumstances, hence the variance in costs.

Observers note that most newspapers that have adapted computers for estimating single-copy sales already use the computer to keep circulation lists and billing, so there is no major start-up cost in adding to the computer's chores.

Circulation software tells Columbus, Ga., newspapers how many copies to leave in each rack.

HOW THEY WORK. The computer systems being used to estimate single-copy sales have certain differences, but all operate in a generally similar fashion.

According to those who use them, the computers can do things humans simply cannot do.

Louisville's Cox points out, for example, that buying patterns at a single newsrack are never exact. Mrs. Smith may buy a paper at rack A one day and at rack B the next. The third day she buys none. "A human," he says, "can't predict that." But a human can predict the range of copies that will sell from that rack daily, based on experience. If a rack sells, say, three to five papers a day, the computer can be programmed to order three copies, or six copies or any number depending on how many returns a newspaper is willing to accept.

All the computer-oriented newsrack programs have provisions for extraordinary days. For example, in Louisville, if there were a 12-inch snowfall, Cox would disregard the sales history for that day. The trucks would be late in delivering the papers, and many customers would not come out on the street to buy. In such a case, the circulation manager or the distributor would make an educated guess as to how many papers to leave.

Similarly, if a delivery truck breaks down, or if a newsrack is broken, "by one stroke of the key on your computer you can disregard the previous sales history and enter an entire new program" for that particular truck or newsrack, Cox says.

Some other systems, including the one in Columbus, also disregard unusual sales days. Holloman says his system will adjust to a marked deviation from the norm only after that deviation is recorded for two straight weeks.

The computer also "learns." In football season, when interest in the sports page surges, single-copy sales rise. Holloman says the computer is programmed to increase the number of papers distributed at the street-sales outlets during the season.

The Times Herald-Record in Middletown uses a four-week history of sales as a basis for its average. If, for instance, the computer was counting sales on a Wednesday, as each Wednesday arrived the Wednesday five weeks earlier would be dropped out of calculations.

In determining the number of papers to drop at a particular box, The Times Herald-Record adds an extra 6 to 8 percent of the average as a cushion.

In its variation on a theme, The Orlando Sentinel monitors sales over five weeks but gives more value to the most recent three weeks. The Sentinel uses the three-week average unless there's an unusual statistical blip that would call for use of the five-week figure. If, for instance, a drought in Orlando had caused streets to give way and houses to disappear into massive sinkholes (which occurred about a year ago)—resulting in heavy single-copy sales on a particular day the previous week—the five-week average would be employed.

Single-copy sales account for about 31 percent of The Times Herald-Record's daily circulation of 77,787; in Orlando the Sentinel's single-copy sales are 24 percent of the paper's 263,865 circulation.

And in both locations, the computer keeps track of thousands of individual newsstand copies daily. The Sentinel has 3,000 single-copy outlets, meaning the computer predicts the sales 21,000 times a week (seven days times 3,000 outlets). The Times Herald-Record has 600 outlets, requiring 4,200 predictions a week.

For a computer, it's easy, but for a human, it would be mind-boggling to make such computations.

The parent companies of the Orlando and Middletown dailies—respectively, the Tribune Co. of Chicago and Ottaway Newspapers Inc. of Campbell Hall, N.Y.—are considering such computer systems for other newspapers they own. ☐

The computer system results in fewer unsold or returned papers, and Cox believes the advantages are so great that the system will almost sell itself to independent contractors.

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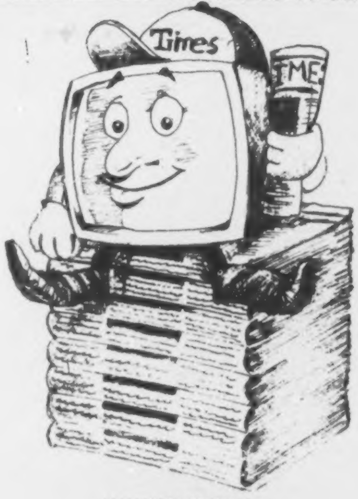

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MEDIA THINK TANKS

The press is under increased scrutiny from scholarly organizations that examine ethics, credibility, policy issues

BY MARGARET GENOVESE
presstime staff writer

Can regular accuracy audits result in fewer credibility problems for newspapers? How well do the news media report on the arms race? Does TV news give newspapers a bad name?

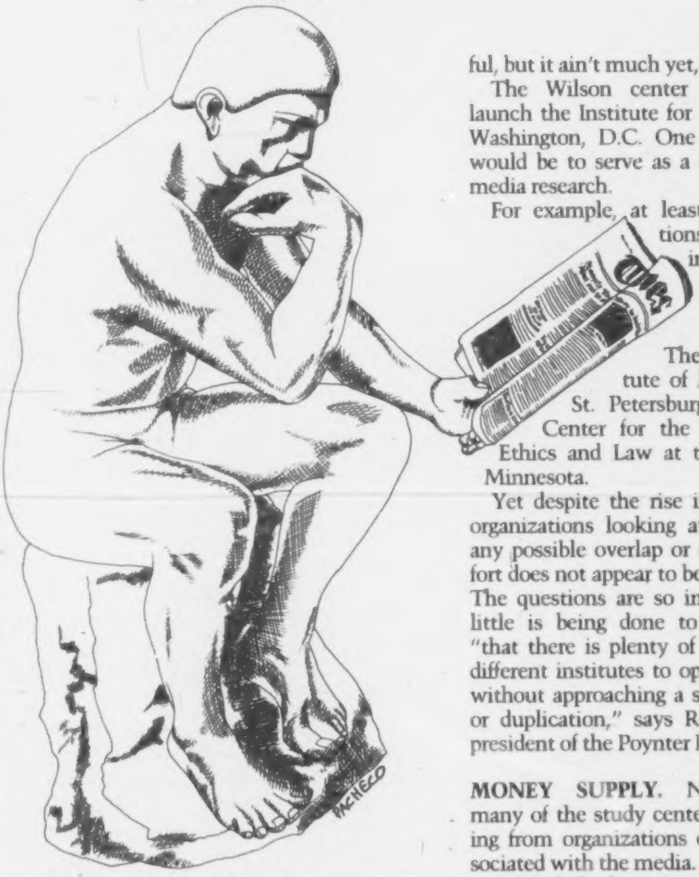
Examination of these and other questions has accelerated in the 1970s and '80s with creation of about a dozen organizations whose mission, at least in part, is to study the news media.

Almost all are producing scads of reports. Many also conduct conferences on media topics. Most are on college campuses. A lot have highfalutin titles. Some are supported financially and in other ways by the media.

Stephen Hess, senior fellow and press/politics scholar at The Brookings Institution, a widely known public policy "think tank" in Washington, D.C., says the recent growth in what could be loosely labeled "media think tanks" represents "the beginnings of social scientists' taking the press seriously. This has been definitely lacking."

Ten years ago, it was possible to attend the John F. Kennedy School of Government at Harvard University without hearing a word about the role of the press in the political process, says Hess. This September in Cambridge, Mass., the JFK school will open its new Center on the Press, Politics and Public Policy.

Many get their funding from organizations or individuals associated with the media.



It was the absence of a high-level institution devoted exclusively to studying press issues and problems that prompted establishment of the Gannett Center for Media Studies at Columbia University. Until the Gannett center opened its doors on the New York City campus in March 1985, anyone who wanted to study the media "had to be at the back of the bus at other kinds of think tanks," says Director Everette E. Dennis.

Peter Braestrup, editor of the Wilson Quarterly at the Smithsonian Institution's Woodrow Wilson International Center for Scholars, says formation of the Gannett and Harvard centers are "encouraging signs of new interest."

But he cautions against exaggerating the importance of the growth spurt. "It may be the beginning of something useful, but it ain't much yet," he says.

The Wilson center itself hopes to launch the Institute for Media Studies in Washington, D.C. One of its functions would be to serve as a clearinghouse for media research.

For example, at least three organizations are now delving into journalism ethics: the Gannett center, the Ethics Center of The Poynter Institute of Media Studies in St. Petersburg, and the Silha Center for the Study of Media Ethics and Law at the University of Minnesota.

Yet despite the rise in the number of organizations looking at media matters, any possible overlap or duplication of effort does not appear to be a major concern. The questions are so important—and so little is being done to explore them—"that there is plenty of room for several different institutes to operate in this area without approaching a situation of waste or duplication," says Robert J. Haiman, president of the Poynter Institute.

MONEY SUPPLY. Not surprisingly, many of the study centers get their funding from organizations or individuals associated with the media.

Annual budgets range from several thousand to several million dollars. Fund raising is going on for some, including Northwestern University's recently announced Institute for Modern Communications, which is trying to assemble a $25-million financial base.

The richest so far is the Gannett center, which is financed by a single source—a $15-million, five-year grant from the Gannett Foundation.

Several others also have major media contributors. The Silha center received a $350,000 endowment from former Cowles Media Co. Chairman Otto Silha and his wife, Helen. The Harvard center will bear the name of Joan Shorenstein Barone, a journalist whose family donated $5 million in her memory.

Other-than-media sources also are tapped for financial assistance. New York University's Center for War, Peace and the News Media, for instance, is funded by the Carnegie Corp. of New York City and the W. Alton Jones Foundation of Charlottesville, Va.

The Program for Information Resources Policy, another Harvard University offshoot that explores media issues, is supported financially by about 100 "affiliates," ranging from Copley Newspapers, The New York Times and the media firm Lee Enterprises Inc., to the Central Intelligence Agency, the National Security Agency and the U.S. Postal Rate Commission. This intriguing combination of funding sources reflects the fact that the news media constitute only one of the areas of interest for the program.

Several other research institutes also look broadly at "information" or "communication" issues, rather than narrowly at issues as they affect the media alone.

The growing list of organizations that study media

Organizations that specialize in studying media issues include:

College-based or College-affiliated Media Study Institutes

Center on the Press, Politics and Public Policy, Harvard University, Cambridge, Mass.

Center for Telecommunications and Information Studies, Columbia University, New York City

Center for War, Peace and the News Media, New York University

Gannett Center for Media Studies, Columbia University

Institute of Bill of Rights Law, College of William and Mary, Williamsburg, Va.

Institute for Modern Communications, Northwestern University, Chicago

Media Management and Economics Research Center, University of Minnesota, Minneapolis

Program for Information Resources Policy, Harvard University

Research Program on Communications Policy, Massachusetts Institute of Technology, Cambridge

Silha Center for the Study of Media Ethics and Law, University of Minnesota

Washington Program in Communications Policy (affiliated with the Annenberg schools of communications at the University of Pennsylvania and the University of Southern California), Washington, D.C.

Centre for Mass Media Studies, University of Western Ontario

McLuhan Program in Culture and Technology, University of Toronto

Independent Media Study Institutes

Ethics Center, The Poynter Institute for Media Studies, St. Petersburg

Freedom of Expression Foundation, Washington, D.C.

The Media Institute, Washington, D.C.

PROGRAM RUNDOWN. Besides being the richest media think tank, the Gannett center also is generally viewed as the most ambitious. It has three major divisions—a residential fellows program, a conferences and seminars program, and a new-technology program aimed at acquainting journalism educators with advances in technology.

Sponsoring research and then publishing the findings is an activity of most, if not all, of the institutes. Publications may be historical or descriptive, contain recommendations for action, critique news coverage, or advocate a position on a media issue. Among them:

- A paper, "Changes in the Information Industries—Their Strategic Implications for Newspapers," issued by Harvard's Program for Information Resources Policy
- A newsletter, "Deadline," published by NYU's Center for War, Peace, and the News Media, which contains reviews of media reports on the arms race and U.S.-Soviet relations
- A paper, "Cable Television and the First Amendment," issued by the Media Institute—a business-oriented center in Washington, D.C., sponsored in part by the press—advocating that cable television should have the same First Amendment rights as newspapers
- A paper, "An Ethical Audit," published by the Gannett center, with suggestions on how to measure the accuracy of newspaper articles.

> *"There is plenty of room for several different institutes to operate in this area."*

Organizing conferences is the second major activity of the organizations.

For example, a second University of Minnesota think tank in Minneapolis—the Media Management and Economics Research Center—recently held a conference for media executives on managing creative employees. It was funded by ANPA Foundation.

The Poynter Institute's Ethics Center combines the two functions. It typically conducts a seminar on a major media topic, then publishes a transcript of the proceedings in book form. The latest is *Believing the News,* which discusses a theory by Creed Black, chairman and publisher of the Lexington (Ky.) Herald-Leader, that television is chiefly to blame for newspapers' credibility problems.

News professionals are frequently invited to participate in such conferences. Some of the institutes also provide working journalists with research opportunities. Others are limited to sponsoring research by their own faculty, students and staff.

By no means are these newer centers the only places media study is being conducted. Some of the older, more broadly based think tanks also conduct media research. The Aspen Institute in Colorado has a Program on Communications and Society. The Brookings Institution has press scholar Hess on board. The American Enterprise Institute in Washington, D.C., the Rand Corp. in Santa Monica, Calif., and The Twentieth Century Fund in New York City also conduct media research projects.

In addition, many media-related organizations engaged in such things as training also study press issues from time to time.

Clearly, there is no dearth of forums to address the many contemporary issues involving the news media. All in all, says the Gannett center's Dennis, "It's a marvelous time to be in the catbird's seat, looking at media issues and problems." ☐

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$1.49
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$2.89

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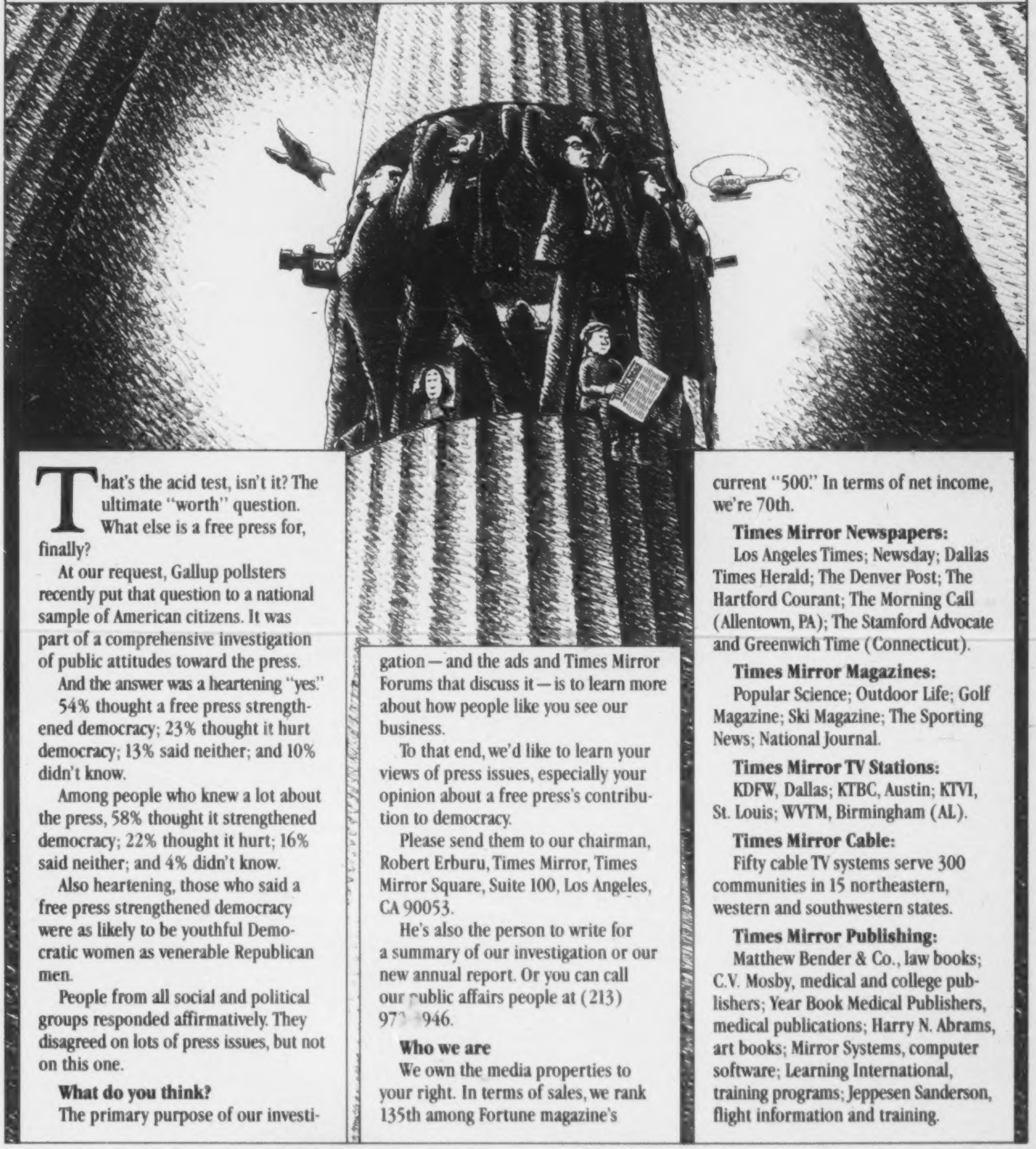

That's the acid test, isn't it? The ultimate "worth" question. What else is a free press for, finally?

At our request, Gallup pollsters recently put that question to a national sample of American citizens. It was part of a comprehensive investigation of public attitudes toward the press.

And the answer was a heartening "yes."

54% thought a free press strengthened democracy; 23% thought it hurt democracy; 13% said neither; and 10% didn't know.

Among people who knew a lot about the press, 58% thought it strengthened democracy; 22% thought it hurt; 16% said neither; and 4% didn't know.

Also heartening, those who said a free press strengthened democracy were as likely to be youthful Democratic women as venerable Republican men.

People from all social and political groups responded affirmatively. They disagreed on lots of press issues, but not on this one.

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He's also the person to write for a summary of our investigation or our new annual report. Or you can call our public affairs people at (213) 97[illegible]946.

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Times Mirror

We're interested in what you think.

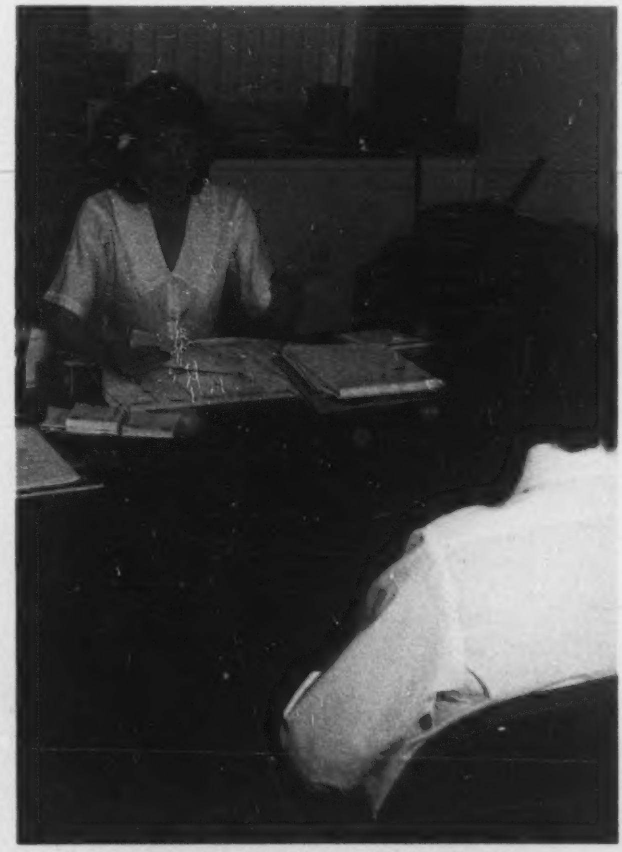
'GUT FEELING' NOT GOOD ENOUGH

Managers beef up their skills to interview job applicants

BY CLARK NEWSOM
presstime labor writer

Employers are well aware that federal and state laws prohibit discrimination in employment on the basis of race, color, sex, religion, national origin and age. Yet the process of interviewing job applicants is a tricky one, and general familiarity with the anti-discrimination laws is not enough to keep an employer out of trouble, according to specialists in personnel relations.

> *"It's pretty easy to teach people what not to ask. It's tougher to train them how to listen," one personnel specialist observes.*



Queries posed to candidates should relate directly to the job.

"There is increasing concern about legal aspects," says Terry T. Travelstead, vice president/personnel of USA Today in Arlington, Va.

The trends are "watching your Ps and Qs more than before" and "more emphasis on training supervisors how to interview," says Bobby G. Reid, personnel director of Morris Communications Corp. in Augusta, Ga.

There also is another reason for increased emphasis on interviewing skills.

"Interviewing has become much more important because it's difficult to get information from former employers," says Gerri Cordle, vice president and director of employee relations at The Orlando Sentinel. Some companies have grown reluctant to give out extensive information as a result of lawsuits job seekers have brought against previous employers over information that was given out in reference checks [**presstime**, Dec. 1985, p. 22].

To assist interviewers, experts in the field have developed checklists of what may be asked of a job applicant—and what may not be asked. (See lists, p. 14.)

However, Travelstead of USA Today observes: "It's pretty easy to teach people what not to ask. It's tougher to train them how to listen." Interviewers need "good instincts" and need to take the time necessary to conduct an interview even with the pressure of operational demands, she says.

While personnel specialists who screen people and make recommendations to the people that hire are usually skilled interviewers, many of the supervisors and department heads that make the hiring decisions are not. For that reason, newspapers are devoting resources to training in this area.

TRAINING DESCRIBED. The Orlando Sentinel has an interviewing skills program in which supervisors list six major responsibilities of a job in their department. Then they list the skills needed to carry out those responsibilities and develop questions pertaining to the skills. "If the question doesn't relate to the skills, then you shouldn't be asking it," says Cordle. "That takes care of all the Equal Employment Opportunity Commission issues."

Another expert who conducts sessions for mid-level newspaper managers recommends a similar procedure called "target interviewing." Marge E. Bratcher, assistant director of The Poynter Institute for Media Studies in St. Petersburg, says, "You start with a job description and target seven to 10 of the critical elements of the job." Non-traditional questions are then structured in a way that will try to determine how people have performed in past jobs.

For example, for a supervisory job in the pressroom, a question might be: "How did you handle a breakdown of equipment in the pressroom at a critical time?" to find out how a person reacted under pressure. "The questions are totally job-related and legally defensible," Bratcher says.

Several newspaper groups are taking their interviewing programs into the field. San Antonio-based Harte-Hanks Communications Inc. uses a company-designed supervisory training program that includes interviewing workshops that run about five hours. The company has a network of about 20 on-site trainers that has developed over several years, says Floyd Whellan, senior corporate director of human resources.

"The feedback has been positive," says Whellan. "People have commented that they have become more efficient and effective in interviewing."

Morris Communications' "Managing Employee Performance" program will soon include a daylong session devoted to interviewing, according to William I. Beauchamp, corporate training director. The sessions will feature a videotape titled "More Than a Gut Feeling," which is produced by American Media in Des Moines and which highlights interviewing techniques and involves role-modeling.

Gannett Co. is already using "More Than a Gut Feeling." The presentation is one of the components of an interviewing workshop available to all of the company's newspapers, broadcast stations and other operations.

The "Picking People" program at Gannett also includes a leader's guide and participant's manual for advance reading. It is designed as a four-hour workshop with the option to go a full day. The workshop is normally conducted by a personnel specialist but can be handled by any department head "who has good platform and interviewing skills," says Ed Baron, director of training and development.

The company's interviewing workshop, which began last March, "is one of a series that we're doing on personnel management," Baron says. "The feedback we're getting is that it's what they needed."

Charles E. Smith Jr., director of human resources for Gannett's Morning News and Evening Journal in Wilmington, Del., says the interviewing workshop is mandatory for all managers and supervisors at the Wilmington papers. The program "put organization and structure into the training program we had," Smith says. "It's practical, realistic and meaningful."

The New York Times Regional Newspaper Group, which includes 23 dailies in the South, also has a program to teach supervisors and managers how to do effective interviewing. During the two-day, on-site sessions, participants are coached in such interviewing skills as asking open-ended questions—that is, questions that cannot be answered with a "yes" or "no."

When hiring a key manager, some companies, including Harte-Hanks, use an outside industrial psychologist to conduct an "assessment" interview as a supplement to the in-house interviewing process.

But most say they do not go that route. "Rather than using an outside consultant," says Cordle of Orlando, "our philosophy is that we train our managers and prefer they use their skills." □

How to Avoid Asking the Wrong Questions

Clarine (Charlie) White, personnel director of the Sarasota (Fla.) Herald-Tribune, advises interviewers to ask themselves two broad questions when seeking information from job applicants:

1. Will the answers to this question, if used in making a selection, have the disparate effect of screening out minorities and/or members of one sex?

2. Is this information really needed to judge an applicant's competence or qualifications for the job in question?

"If you cannot answer 'no' to No. 1 and 'yes' to No. 2, don't ask the questions," she says.

Patricia P. Renfroe, ANPA manager/personnel relations, uses a quiz in presentations to state and national newspaper associations on how to select employees legally. For example, you may ask an applicant if he or she has been convicted of a crime, but you may not inquire about arrests. An arrest is not an indication of guilt, she notes, and historically minorities have suffered proportionately more arrests than others.

Renfroe says the question that usually ignites the most discussion relates to national origin. While it is improper to ask where an applicant was born, it is within bounds to ask whether he or she has a permanent immigration visa or "green card."

Personnel experts say that among the specific questions that **can** be legally asked are:

- "Are you between 18 and 70 years of age? If not, state your age." The Age Discrimination in Employment Act prohibits discrimination on the basis of age against individuals who are between the ages of 40 and 70. In this question, you have not asked specific age within the protected group.
- "Do you have any impairments, physical, mental or medical, that would interfere with your ability to perform the job for which you have applied?" This is a job-related question, not a general question.
- "What foreign languages do you speak?" But do not ask where the individual learned the language because it may identify national origin.
- "Have you ever served in the armed forces of the United States?" This question relates to experience.
- "Can you work overtime on short notice?" If used, this question must be asked of both men and women.

Among the questions that should **not** be asked are:

- "Where were you born?" This is a question that will show national origin.
- "What is your marital status?" This is not a job-related question, and the information cannot be used as a hiring criterion.
- "What is the name of your nearest of kin?" This question may show national origin if the name differs from that of the applicant.
- "If you served in the armed forces during wartime, which war?" The answer would indicate age.
- "What clubs, societies or lodges have you joined?" Answers could provide information regarding national origin or religion.
- "How many children do you have?" Because men are not usually asked this question, it is generally viewed as discriminatory.

ANPA's Renfroe points out that a newspaper may refuse to hire a homosexual, except in a few states and cities that have laws prohibiting discrimination against homosexuals. In those areas that do not have such laws, she says, it is permissible to ask whether a person is homosexual.

She also notes that pregnant women may not be refused employment unless there is clear evidence that the work will endanger their health, and that employment may not be refused to a woman because the job requires extensive travel.

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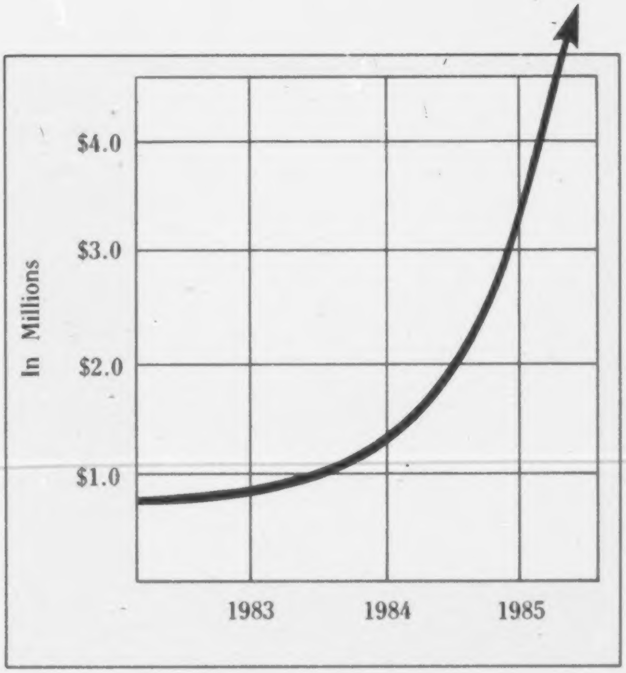

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HIS PAST IS PROBED

'Don Mario's' Dilemmas

Mexican publisher Mario Vázquez-Raña *has the double chore of battling personal controversy while rebuilding* UPI

BY ANDRES OPPENHEIMER

© 1986 The Miami Herald

(Editor's note: Since he emerged last autumn as the probable owner of UPI, Mario Vázquez-Raña has increasingly been the focus of media attention throughout the hemisphere. This article by Andres Oppenheimer of The Miami Herald is based, among other things, on six hours of interviews with Vázquez-Raña. It originally appeared in the May 19, 1986, edition of the Herald and is reprinted with permission. Typical of the charged debate that has swirled around Vázquez-Raña, this piece drew some criticism from Pieter VanBennekom, UPI vice president for Mexico, Central America and the Caribbean. VanBennekom told **presstime** *that Oppenheimer mistakenly identifies Eduardo Garcia Valseca in the story as "El Coronelito," son of the founder of the El Sol de Mexico newspaper group, when in fact "El Coronelito" was Eduardo's half brother, Jose Alberto. Oppenheimer responded there is "no question" that Vázquez-Raña was referring to Eduardo in that part of the story on "El Coronelito." Jose Alberto, Oppenheimer said, had been dead for a year when Oppenheimer interviewed Vázquez-Raña.)*

Mario Vázquez-Raña, the Mexican press lord, denounces the "jealous dwarfs" who say bad things about him.

"Lies, pure lies," he says. In his hire are 50 bodyguards. His penthouse office is a 27,000-square-foot private fortress with a personal barbershop, a punching-bag gym and a 26-seat movie theater. A gourmet chef manages his kitchen.

Don Mario, as his 11,000 employees call him, is the newspaper tycoon who promises to breathe new life into, if not resuscitate, financially ailing United Press International. (See story, facing page.)

To much of America, this is no trivial matter. UPI is America's second-largest news agency. Some 860 newspapers and 3,300 radio and television stations convey UPI news to the public.

Never before has such a major American wire service functioned under foreign ownership. Publishers are hopeful. They also are nervous. For in Mexico, Mario Vázquez-Raña is no stranger to dispute and controversy.

UPI

Vázquez-Raña (right) and Houston businessman Joe Russo celebrate their momentous purchase.

In six hours of conversations (in early May), Don Mario said he is not buying UPI as a front man for the Mexican government or his friend Luis Echeverria, the former president.

There is no secret Mexican plot, he said, to use the influential wire service to enhance his country's image.

Nor is there any secret, he professed, to how he rose from manager of his family's furniture business to fame as international Olympic sports functionary and—now—media mogul.

Vázquez-Raña, 53, says his critics make up all sorts of things to discredit him. "I've been investigated over and over, and the only thing they've come up with are rumors that are born out of envy from jealous dwarfs," he said.

The latest flap: the mysterious death of his critic Carlos Loret de Mola. Vázquez-Raña says the death was a car accident, pure and simple.

Early last February, two peasants found the naked bodies of Loret de Mola, 64, and his secretary, a 29-year-old woman. They found them lying next to Loret de Mola's charred Mercedes about 600 yards below a desolate mountain road leading to the sea resort of Ixtapa-Zihuatanejo.

Loret de Mola, a former governor of Yucatan, was a firebrand political author. At the time of his death, he was writing a book about the events that led to Vázquez Raña's control of the El Sol newspaper chain.

COVER-UP? The dead man's son says his father's manuscript disappeared.

"My father died in very mysterious circumstances," said Rafael Loret de Mola, a Mexico City journalist. He vows to complete his father's book.

Loret de Mola's death came only a year after an assassin shot and killed another well-known Mexican journalist, Manuel Buendia, a columnist for El Exelsior newspaper. The gunman caught him from behind in a parking lot. That murder set off a political scandal in Mexico.

Loret de Mola's son now says the government is covering up his father's death to prevent another political storm.

What seems to be clear is that Loret de Mola's Mercedes went off a sharp curve and plunged into a ravine. The two peasants discovered the bodies sprawled in the underbrush. They notified authorities in a nearby town. The bodies were buried in unmarked graves.

When relatives heard about an accident, started looking for the pair and found the graves, questions began to arise:

Why, the son wanted to know, were the graves unmarked when both victims had identification papers?

And what happened some few hours before the deaths when Loret de Mola Sr. stopped his car at a military post? Military authorities are not saying, the son says.

The government, pressed by the relatives, exhumed the bodies and conducted autopsies. Tests showed that both victims died, the government asserted, with "acute" amounts of alcohol in their blood.

'ABSURD' REPORT. Loret de Mola Jr. said the report is absurd.

"My father never drank. There are thousands of friends of his who can testify about that. That report was either fabricated, or they injected alcohol into my father's corpse before doing the autopsy."

Loret de Mola Jr. said that, since he first denounced the alleged cover-up, he has received anonymous threats, and sometimes strangers follow him on the streets.

"I'm not saying that my father was murdered," Loret de Mola Jr. said. "I'm only saying there are enough questions to open an investigation, and that the case shouldn't have been closed."

At an Inter American Press Association conference (March 3-6 in Salvador, Brazil), U.S. editors asked Don Mario about the matter. He promised a full investigation.

When asked about it again recently, he took a brown briefcase from a drawer and pulled out dozens of reports and photographs. "I had 17 of my star reporters investigating the case full-time for several weeks, and I can say that I now have a pretty good idea of how this man died," he said.

The journalist was drunk, as was his secretary, Don Mario said. A recent avalanche had narrowed the 21-foot-wide mountain road. The driver, simply follow-

Vázquez-Raña Takes Over UPI, Outlines Plan for Improvement

Mario Vázquez-Raña, who took control of United Press International June 11, the day after a U.S. Bankruptcy Court in Washington, D.C., released the wire service from Chapter 11 bankruptcy, has begun to lay out his plans for the wire service.

The Mexican publisher owns about 90 percent of UPI, while a partner, Houston businessman Joe Russo, owns about 10 percent. Purchase price for the company was about $40 million [**presstime**, June 1986, p. 102].

From that amount, about $15 million will be pumped into UPI for capital investment and operations; $11.5 million will be used to settle claims for back taxes, bank debt, pension fund obligations, legal fees and other costs; about $9.5 million will be paid to large unsecured creditors, representing about 45 cents on every dollar owed; $1.5 million will go to pay in full unsecured creditors owed less than $3,000; and $2.25 million will pay back wages and other employee claims.

In an open letter sent to subscribers the day he assumed ownership, Vázquez-Raña discussed his plans for UPI. Portions of that letter follow:

"We will announce shortly new directions and goals for New UPI. . . . The overriding objective will be to improve the quality of the UPI editorial report, probe deeper into the news, expand our sports coverage, expand our reporting on the arts, culture and entertainment, strengthen our international financial coverage, and increase the quality of the news picture network. . . .

"In the near term, our efforts at improvement will be limited by existing constraints. But we are totally committed to a major and rapid modernization and rebuilding effort, and we hope that within 12 months we will be well along the road to completing this task.

"We are fully committed to the establishment of a worldwide communications system, linked by a global satellite network, as well as to the installation, in as few months as possible, of a computer system for the rapid distribution of news in all areas.

"In the international arena, we hope it will be possible for UPI to have news bureaus or correspondents in all countries around the world. . . .

"In the United States, we will bolster our coverage of those areas neglected in the past because of economic circumstances . . . even the remotest corners of the nation.

"On the business side, the use of modern financial techniques and the knowledge of the administrative process is basic to the well-being of any corporation. We will reorganize UPI as necessary to insure that it is at least as well run as any other news organization.

"On the editorial side, valuable new editors will be added to the existing ones who will remain with me, so that together, they can aid in the building of New UPI. We will ask the most prestigious names in the business to accept membership on an editorial board to help us achieve UPI's goal of becoming the most valuable news and information collection and distribution resource of the information age.

"Reflecting our subscriber base, a very high percentage of the members of this board obviously will come from the United States.

"We will quickly take steps to win back those of our star reporters and editors who left the agency for economic reasons, but we will also hire new reporters and editors who will bring the background, the expertise, and the talent required for the challenges of the future.

"We will try to meet the unique news and information needs of the print media, radio and television, electronic data base publishers and individual users who wish to be informed of what is happening in their areas of interest with the combination of speed, accuracy and insight that only an international news agency can deliver.

"Throughout the purchase process, in over 100 interviews that I have given to all of those who asked me, I have realized there is a degree of concern about a Mexican purchasing an international news agency headquartered in the United States.

"On this subject, let me again be unequivocal: I have no interest or intention of using the news agency to further any personal ambition, to favor any person, any cause, any region or any country.

"You may rest assured that UPI will strengthen the American tradition of press freedom through an implacable defense of the principle of the free flow of information around the world. . . ."

ing his lane, accidentally drove off and fell to his doom, he said. The car exploded, burning and hurling out the bodies.

The peasants didn't find them until they were badly decomposed. The small town's authorities feared epidemics, he said, and that's why the bodies were buried promptly in unmarked graves.

It was only later that police went back and searched the site. They found a woman's purse with a .22-caliber pistol, a vibrator and her IDs. Loret de Mola's wallet was found nearby.

'EL CORONELITO'. Don Mario says his critics are using the accident to resurrect old stories about his alleged ties to former president Echeverria. Among those he blames is "El Coronelito," the Little Colonel.

He is Eduardo Garcia Valseca, 37, the son of the late Col. Jose Garcia Valseca, the founder of the El Sol de Mexico newspaper chain. The government took over the chain in 1972, after the old colonel ran into heavy debts with government banks.

Don Mario now owns that chain. He bought it from the government in 1976 for $12.8 million and a commitment to assume the firm's $78 million in debts. (UPI's Washington office says the figure was $84 million. *ed.*)

Don Mario prides himself on his financial success. He dramatically turned around the chain's finances in six months. The $78 million in debts disappeared. The company is debt-free today, he says.

The chain grew from 34 to 62 publications with a combined daily circulation of 2.1 million. His publications now account for 27.5 percent of all the paper used by Mexican newspapers and magazines.

But El Coronelito is skeptical. He says Don Mario is merely the manager for Echeverria's vast fortune, "and that's something that everybody knows."

If Don Mario was such a magnificent administrator that he could eliminate a $78 million debt in six months, "I would nominate him for president of Mexico," he said. "He would be the only man capable of solving Mexico's ($100 billion) foreign debt."

Garcia Valseca Jr. said former president Echeverria and Vázquez-Raña "stole" his father's company by "intimidation, pressures and conspiracies." They paid his father $12 million for a company worth at least $100 million, he said.

IT WAS BANKRUPT. Vázquez-Raña says the company was bankrupt and he paid a fair price.

Besides, one shouldn't take El Coronelito seriously, said Don Mario. He sometimes calls him "that crazy drunk." He says El Coronelito hates him because he fired him from El Sol.

"At five o'clock in the afternoon, I would hear gunshots on the floor below my office. I would ask my secretary what was going on and she would tell me, "El Coronelito is shooting."

"The guy used to come to work totally drunk and start shooting all over the place," he said. "I put up with this for a couple of months, until I got mad and fired him."

Replies Garcia Valseca Jr.: "I never, ever worked at El Sol." He said the shooting incident probably referred to a half-brother of his, Jose Alberto, who was El Sol's public relations manager and died last year of cirrhosis.

> *"The only thing they've come up with are rumors born out of envy from jealous dwarfs."*

"I understand that there was a shooting incident once, and it's possible that my brother may have shown up at work drunk more than once," he said. "Vázquez-Raña is using my brother to discredit me."

Both brothers worked at the chain and both were drunk, Vázquez-Raña says. But it was Eduardo himself who fired the shots. "There are hundreds of witnesses who saw that."

Don Mario insists he is nobody's front man.

"That rumor about me and Echeverria, I can't get rid of it," he said. "The easiest way for me to finish with this story would be to attack Echeverria in my newspapers. But I'm not going to succumb to that."

He acknowledges, however, that he made a mistake that contributed to "that rumor."

Shortly after buying the company, he named former Echeverria cabinet minister Mario Moya Palencia as director general of the El Sol chain. He is long gone.

HIGH-FLYING AMBITIONS. Vázquez-Raña says he made his fortune in his family's Hermanos Vázquez furniture store chain. He calls it one of the most profitable businesses in Mexico. He sold out to his brothers in 1982.

Now . . . his fortress-office (in Mexico City) is the takeoff runway for his high-flying wire service ambitions. . . .

Ten white telephones connect him with his future Washington headquarters and the rest of the world. A control panel gives him instant translations into English, German and French. Six translators—three in the morning shift, three at night—stand ready in an adjacent room.

He says he will open UPI bureaus in "the most remote corners" of the world. He wants to rehire dozens of first-rate reporters who have left the troubled wire service in recent years. He says he will expand UPI's financial and sports news.

He will turn around UPI's money problems—without interfering in its news operations, he says. He will appoint an American, "the best in the business," to do that.

"All I ask from U.S. publishers is eight months of trust," he says. "I'm very worried, because I'm not American. The people in the U.S. media are asking themselves what Vázquez-Raña will do with the news agency."

He answers, "I can assure you that the agency will be more American than before."

'HE'S COMMITTED'. Maxwell McCrohon, UPI's editor-in-chief, says he is confident that Vásquez-Raña will keep his promise.

"He is committed. He will maintain our independence and editorial integrity," McCrohon said. "If he doesn't, we would probably be the first to object."

Asked about journalistic ethics in Mexico, where poorly paid reporters accept paychecks from government agencies they cover, Vázquez-Raña says he prohibits that in his company. He fired "two or three" newsmen he caught, he says.

Some of his best reporters, he says, make 15 percent commissions on ads they sell. "A good reporter can double his salary this way." But they are not allowed to sell ads to the sources they cover, he says.

Don Mario says he will work out of UPI's Washington offices 180 days a year, using his Falcon 50 jet—or one of his two other planes—to fly back and forth.

He looks forward to his U.S. travel. In Mexico, he rarely leaves his office. A 24-hour private security force protects him and his family from possible kidnapping. It's too much trouble taking a seven-guard entourage to a restaurant, he says.

His wife, Francisca, and the younger of his five children will remain in the family mansion in Mexico City. So will his two caged bears, Nacho and Olimpia. They are a gift from the Soviet Olympic organizers. ☐

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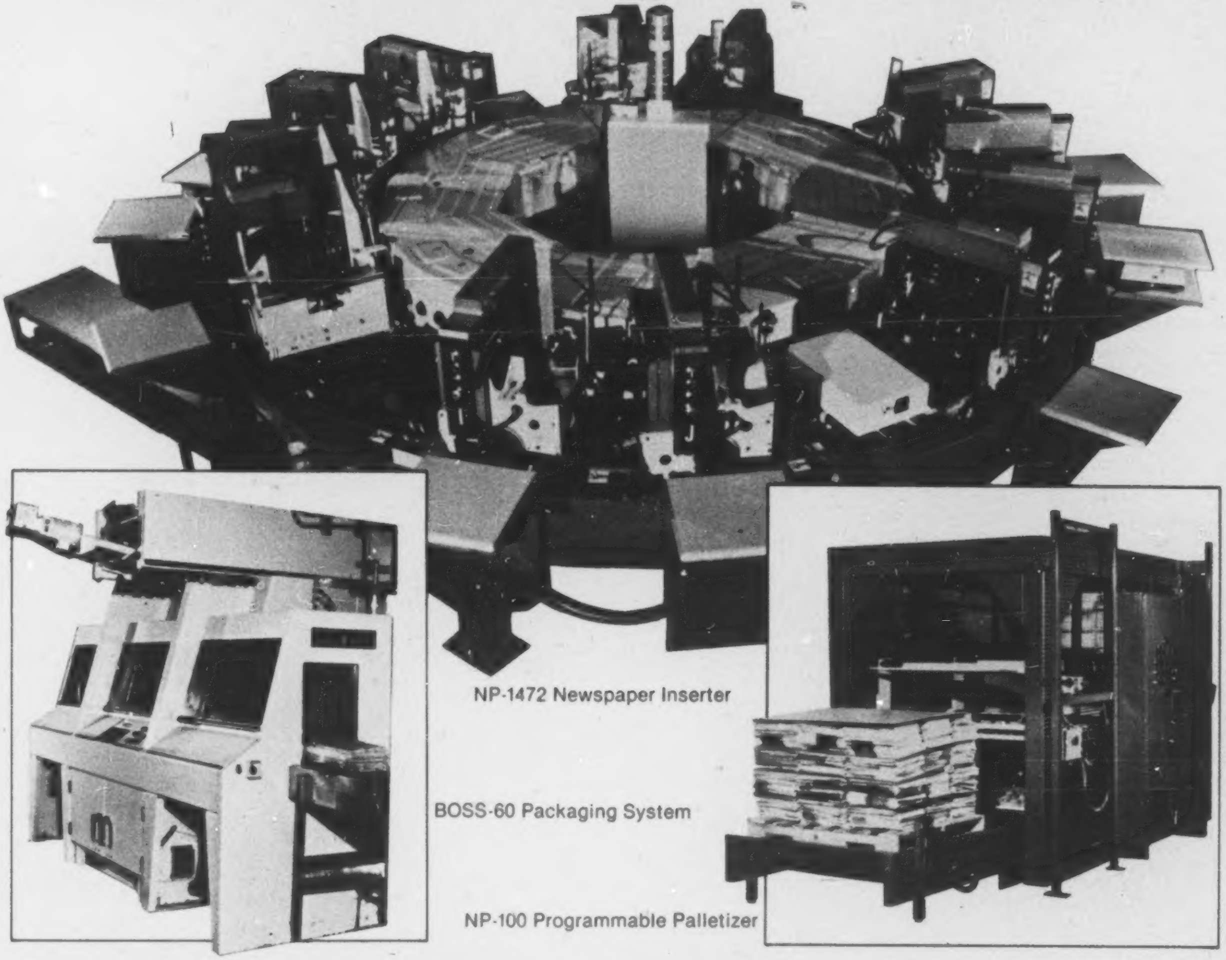

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FOIA

Landmark access law, now 20 years old, has had both success and disappointments

BY MARGARET GENOVESE
presstime staff writer

The Dallas Morning News invoked it, obtained mounds of government documents, and produced a 1986 Pulitzer Prize-winning series of stories revealing a pattern of racial discrimination and segregation in public housing in the United States.

The Pittsburgh Press used it to detail deficiencies in the operation of the federal Health Care Financing Administration for another 1986 Pulitzer Prize-winning series on organ transplants.

The San Jose (Calif.) Mercury News used it to obtain federal bank records for yet another 1986 Pulitzer Prize-winning series on the transfer of wealth out of the Philippines by former President Ferdinand E. Marcos.

"It" is the Freedom of Information Act, the federal open-records law that turns 20 years old July 4.

Use of the act is not a prerequisite to winning a Pulitzer, of course, but for reporters who are not on a tight deadline, who are persistent in following through on their requests and who are backed by a news organization willing to pick up the tab, using the FOIA can pay off.

"There's absolutely no doubt that a great deal of information has become available to the press and to other citizens that otherwise would have been kept from the American public," says Edward R. Cony, associate editor of The Wall Street Journal. "I think that is the most important point to make."

"On the negative side," Cony adds, "there has been a good deal of frustration in dealing with the mechanism of getting the information that you want."

Primarily because of the time it takes agencies to process formal FOIA requests, most reporters have become resigned to the fact that the act is not a particularly effective news-gathering tool for spot news, says Tonda F. Rush, ANPA assistant general counsel.

Those delays will get worse if agencies' FOIA compliance offices become targets for government budget cutters, observes Elaine P. English, director of the FOI Service Center in Washington, D.C., a project of the Reporters Committee for Freedom of the Press.

"I think we are entering some very troubled times for the Freedom of Information Act, particularly with Gramm-Rudman," the federal budget-balancing law, agrees Bruce W. Sanford, First Amendment counsel for the Society of Professional Journalists, Sigma Delta Chi.

Sanford notes that the FOIA has "just weathered six years of an administration that has been downright hostile to it," a trend that other observers say is destined to continue, no matter who's in power.

Dallas Morning News' Pulitzer Prize winners Rodrigue (left) and Craig Flournoy show boxes containing one-third of the materials obtained under FOIA.

"All that having been said," Sanford adds, "I think it is a tribute to the act that the press continues to use it, and use it effectively, to obtain information about government and publish it."

In fact, the FOIA probably is being used by the press more today than ever before.

"There's no way to know statistically, but I think it is fairly clear there are more (press) requests," says Harold C. Relyea, a FOIA expert at the Congressional Research Service of the Library of Congress. He credits greater awareness of the act by reporters, probably because of its increased use by the wire services, and greater willingness of news organizations to give reporters time to make FOIA requests and receive materials.

FOIA PAST. Experts agree that the FOIA's greatest value may be symbolic. Its mere existence encourages agencies to divulge information voluntarily. "It becomes sort of the lodestar for agencies to use in deciding what kinds of things are considered public matters and what are not," says ANPA's Rush.

Incredible as it might seem today, for the first 190 years of its existence, the U.S. government had no legal requirement to provide public documents to the people.

Impetus for the FOIA came from the experience of a first-term congressman who had trouble getting information from the Justice Department and Civil Service Commission. "That was back in 1953," says former Rep. John E. Moss (D-Calif.), known as the "father" of the FOIA. "I was serving at that time (as a minority member) on the Post Office and Civil Service Committee."

In 1955, Moss' party gained a majority in the House, he secured a position on the Committee on Government Operations and suggested to the committee chairman that "we ought to take a critical look at the availability of information to the Congress and to the public." The chairman agreed and a select committee on government information was created with Moss as its chairman.

"We had a great deal of sup-

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port from the press," recalls Moss, whose committee spent the next 11 years studying government information policies and drafting the FOIA. "It was an educational process for the Congress. It was an educational process, I think, for the media," he says. "They were frustrated, but they didn't have all of the answers, by any means."

Ultimately, the FOIA was passed by a 307-0 roll-call vote in the House and a voice vote in the Senate. He recognized that the law was only a "timid first step," Moss says. "I had to make a lot of compromises to get the bill through. No President with whom we dealt was overly enthused about seeing it become law."

Enthusiastic or not, President Lyndon B. Johnson signed the bill into law July 4, 1966. It took effect a year later.

Basically, the act provides the public with access to government records unless the records fall within nine exemptions. It applies to the executive branch of the federal government but not to Congress or the federal judiciary. It has served as a model for many states' subsequent adoption of open-records laws.

The "timid" law got some teeth in 1974, when amendments were enacted, over the veto of President Gerald R. Ford, that among other things gave agencies a time limit for responding to FOIA requests and allowed requestors who prevailed in FOIA lawsuits to be awarded attorneys' fees and court costs.

On the other hand, the bill has been subject to numerous "back door" amendments that tend to weaken the act. These are separate laws that authorize withholding of government information under FOIA's exemption 3, which excuses from disclosure records kept secret under other federal statutes.

FOIA PRESENT. Although the freedom of information legislation was viewed upon enactment as a means for the press to monitor the government, members of the press have turned out to be relatively minor users of the act in terms of volume.

Of late, U.S. government agencies have been receiving more than a quarter of a million FOIA requests a year. "I would be amazed if more than 5 percent of all requests government-wide were submitted by reporters and historians," says Richard L. Huff, co-director of the Justice Department's Office of Information and Privacy, which gives federal agencies guidance in implementing the act. The press uses the FOIA a "fair amount," he says.

Requestors vary from agency to agency. Nearly three-fourths of the requestors at the Drug Enforcement Administration last year were prisoners, and another 8.8 percent were former prisoners. Only 4.7 were media representatives. At the Food and Drug Administration, about 80 percent of the 1985 requests came from companies regulated by the agency; just 6 percent were from the media.

What happens to all these requests?

A 1985 report by the House Subcommittee on Information found that 91.9 percent of those processed by eight cabinet departments the previous year were granted in full. But compliance records varied from agency to agency—the Department of Health and Human Services complied with 98.9 percent; the State Department honored only 29.1 percent.

Members of the press have turned out to be relatively minor users of the act in terms of volume.

The information subcommittee's study did not indicate how many requests were filled within the 10-day statutory time limit. Sometimes a request takes so long to be answered that a reporter goes on to another story—or another job. That's what happened last year in the case of a San Jose Mercury News story revealing that in the late 1940s President Reagan had been a confidential informant who supplied the FBI with the names of Hollywood actors he believed to be following the communist line.

The FOIA request was made in early 1985 by reporter Jack Sirica. By the time all of the documents—some of them heavily censored—were supplied in mid-1985, Sirica had moved to Newsday, and another San Jose reporter stepped in.

In addition to excessive delays, members of the press complain about excessive charges, which can discourage use of the act. Press groups have been particularly critical of the way the Reagan administration has interpreted the FOIA's fee-waiver provision, which states that search and duplication fees "shall" be waived or reduced where an agency determines that providing the information could be considered as "primarily benefiting the general public."

The Dallas Morning News, for example, had to pay "thousands" of dollars to the Department of Housing and Urban Development for information it requested while preparing its Pulitzer Prize-winning series, says series coauthor George Rodrigue.

Fees were never meant to cover all the costs of administering the FOIA. When it was enacted, the Senate Judiciary Committee estimated it would cost federal agencies approximately $47,000 a year to comply with it. Latest estimates put the total at more than $48 million a year, not counting the government's cost to litigate the approximately 500 FOIA cases that go to court every year. However, press organizations like to point out that this is less than the amount the government spends on military bands.

FOIA FUTURE. Although the law has been on the books for two decades, skirmishes over FOIA show no signs of disappearing.

In 1981, the Reagan administration put forth a proposal to amend FOIA. Although the administration labeled the plan "limited," press groups contended the changes would "gut" the act. The Senate Constitution Subcommittee last year approved a bill incorporating some of the administration's proposals. Press groups opposed that bill, too.

Later in the year, the Society of Professional Journalists, Sigma Delta Chi, drafted and got introduced in the House a bill to make "improvements" in FOIA from the standpoint of requestors.

But other press organizations, including ANPA, expressed concern that consideration of that bill could open up the act to critics who might seize the opportunity to weaken the law.

Recently, Rep. Glenn English (D-Okla.), a successor to John Moss as chairman of the House Information Subcommittee and a cosponsor of the SPJ,SDX bill, announced that attempts to achieve a compromise bill acceptable to the Reagan administration and to FOIA requestors had failed. He said his panel would consider a bill dealing only with processing FOIA requests for business information.

"Each side has a completely different view of the problems with the FOIA and a completely different agenda," complains English.

That has been the history of the act and probably will be its future, says Richard M. Schmidt, legal counsel for the American Society of Newspaper Editors. "If the past is prologue, which I think it is, we must remember that no administration has ever testified in favor of broadening the Freedom of Information Act or strengthening it." Schmidt predicts a "continual battle" between the press and the executive branch—regardless of who is in power. ☐

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A 'MONSTROUS' JOB

MAILROOM MORASS

Technological advancements are making headway in post-press operations, newspapers' most labor-intensive area. Meanwhile, the flood of preprints continues.

BY ROSALIND C. TRUITT
presstime technical writer

Stack upon stack, skid upon skid, brightly colored preprints crowd the mailrooms and warehouses of newspapers across the country, causing a profitable but logistically challenging headache for publications of all sizes.

In a perfect newspaper world, the preprinted advertising inserts and news sections would be stuffed into the paper automatically while the press runs at full speed. They would always end up in the right zoned editions. Bundles would be counted accurately. Publishers, advertisers and readers would live happily ever after.

In the real world, things are not quite so rosy, but efforts are being stepped up to improve the situation.

One approach that seems to have clicked at several locations involves splitting the stream of newspapers as they come off the press and feeding them into two different inserting machines. This enables the newspaper to insert while the press operates at normal speed. However, whenever there is an unusually large number of inserts, the paper may have to switch from a "straight" run (producing the maximum number of papers per hour) to a "collect" run (producing one-half that number).

Elsewhere, newspapers may be achieving "on-line" inserting—automated stuffing of preprints as the papers come off the press—but only by slowing down the press.

Despite technological advancements, off-line inserting and a certain amount of hand stuffing remain the norm at most newspapers, says James A. Cooper, assistant vice president/operations at The Washington Post and chairman of the ANPA Technical Committee's Post-Press Packaging and Distribution Task Force [**presstime**, June 1986, p. 42].

"Post-press areas are the last great bastions of labor intensity on newspapers," observes George Cashau, ANPA director/technical research. "There are more people per product in the mailroom than in any other department."

Little more than an afterthought as recently as a decade ago, the so-called "post-press" area has received a great deal more attention in recent years as newspapers search for equipment to make mailrooms efficient, productive—and profitable [**presstime**, July 1985, p. 43].

Newspaper executives say efficient mailrooms not only make good business sense but also give publications more flexibility and the ability to extend deadlines to include late sports scores and other breaking news.

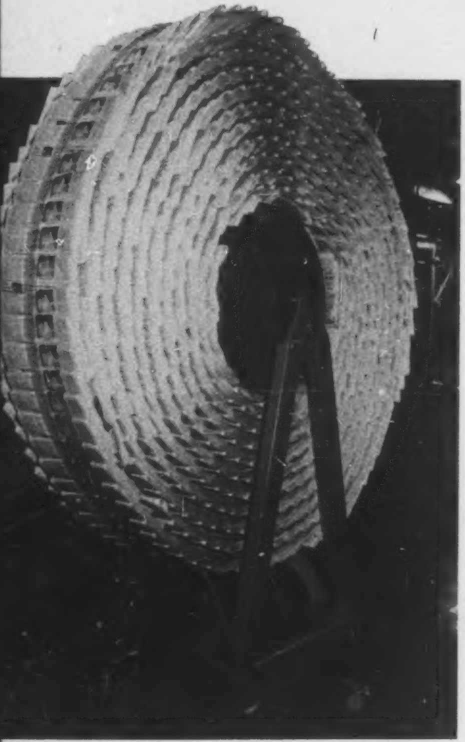
As the flood of inserts continues unabated, manufacturers continue to introduce new machinery and to refine existing technology for the mailroom. Among the latest equipment—much of which was exhibited at June's ANPA Operations Management Conference & Exposition in Atlanta—are:

- Muller Martini's 308 BiLiner, an on-line or off-line inserting machine with two inserting tracks, which the company says can double the number of newspapers inserted per hour. It can be loaded manually or automatically.
- IDAB's new counter-stacker, which uses a non-contact sensor and is, according to the firm, more accurate and more durable. Driven by a microprocessor, it is the seventh edition in a line of IDAB counter-stackers.
- Stepper's packaging and collating machine, which inserts preprinted sections, then seals each copy of the newspaper in plastic
- Harris Graphics' 1472 inserter, which will be dubbed the 1472A later this year after design changes in the "pockets" where preprints are collated. The company says the machine will facilitate the zoning of preprints to specific areas.
- Ferag's Rotadisc II, which allows newspapers to insert preprints into large storable "cassettes," or wheels, until they are needed.
- Hall Systems' new design for the Tru Trac stream conveyor, which the company says uses automatic spring tensioners to apply constant, precise tension to the belts, regardless of product thickness.

MID-SIZE PAPERS. The Washington Post's Cooper observes that "mid-size and

Arnold Le Fevre, Capital Newspapers

Joe Maniscalco (left) and Joe Parent are part of a growing mailroom work force at Capital Newspapers in Albany, N.Y.



Philadelphia Newspapers' Ferag Rotadiscs provide efficient storage.

smaller newspapers with a press run of fewer newspapers and a smaller load of inserts are finding more success" in dealing with the mailroom morass. "Many of the larger newspapers, because of the volume and their need to run presses at higher speeds to get the newspaper out, simply can't insert a large number of products," he adds.

An example of a mid-size daily that has prevailed in processing preprints is the South Bend (Ind.) Tribune (evening, circulation 95,496). Richard Paskiet, vice president for research and development, says "we've been very pleased" with the mailroom system in use since August 1984. "It's done everything we've wanted and more. We wanted to do on-line inserting at press speed, and that's what we're doing."

Using a split stream of newspapers between two Ferag inserting drums—one a 6 into 1 inserter, the other a 4 into 1 unit—the Tribune is inserting at a speed of 52,500 newspapers per hour on "straight" runs.

In 1985, the newspaper inserted 112 million pieces of material, from comics and advertising material to television listings. Emery L. Hirschler, vice president of sales, says the Tribune at one time delivered inserts to carriers on top of the bundles. Inserting by machine has been more reassuring for advertisers, he adds.

In Albany, N.Y., Mailroom Superintendent John Cipollo says that by slowing the presses from 60,000 copies per hour to between 40,000 and 48,000, the Times-Union (morning, 86,707) and Knickerbocker News (evening, 31,523) are able to insert efficiently. They use a Harris Graphics NP-1272, an older model, for daily inserting and the Harris NP-1472, a newer version, for Sunday editions.

Occasionally, the Albany dailies insert by hand when the ingredients are too large for the machinery, Cipollo reports.

And despite the automation there, he says the number of employees in the Albany mailroom has actually increased in recent years because of the soaring volume of inserts. For example, whereas it once took 15 workers to feed the hoppers that carry preprints to the inserting machines, now 18 are needed.

A big problem, Cipollo says, has been finding space for preprints prior to insertion. "We put them all over the building, in the corridors, in any spare space we can find. The only time we really run out of space is around big holiday times, like Christmas and Mother's Day."

But he says the newspaper is happy to have the "problem" of processing so many advertising circulars.

LARGER PAPERS. In general, metropolitan newspapers have been contending with the mailroom problem longer than their counterparts in smaller cities, because the metros first felt the effects of the boom in preprints.

The Houston Chronicle, for instance, began addressing problems in mailroom operations in the late 1960s, when its classified section swelled to voluminous proportions and advertising preprints began their phenomenal growth.

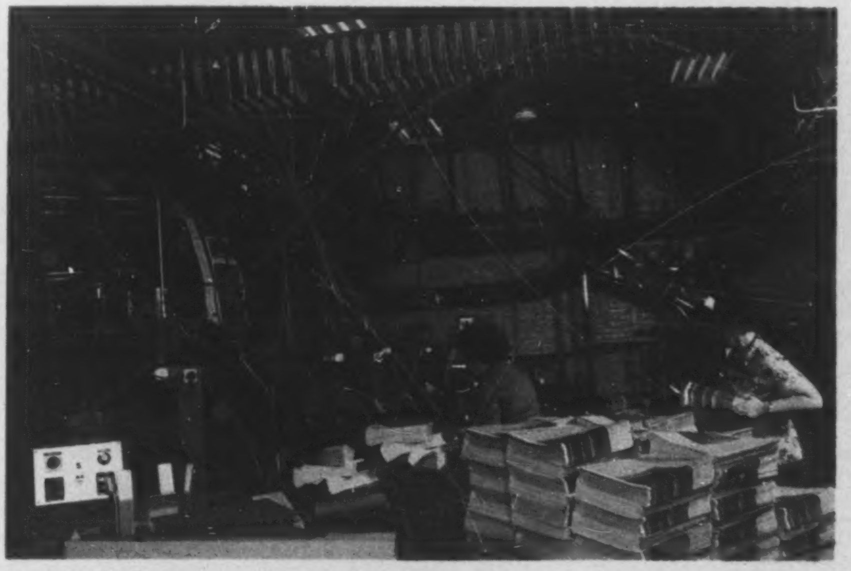
According to Gene McDavid, vice president and general manager, the Chronicle has developed a post-press system that involves off-line inserting with Harris machinery. He says the system enables the paper to handle a Sunday edition with more than 20 advertising inserts on average—and as many as 35.

But many newspapers fail to view the mailroom in broad terms as a means of addressing distribution problems, says McDavid, who is chairman of the ANPA Technical Committee.

"Most mailrooms are not designed with the flow of product in mind," he observes. "And most newspapers have never computed the total cost of handling the product from the press to the door. They need to compute how a total system would work and find the most efficient way of getting the newspaper from the press and into the hands of the subscriber."

One newspaper organization that has been thinking in those terms in recent months is Philadelphia Newspapers Inc., which is spending $38 million to modernize its mailroom—$33 million of which is going for the purchase of new equipment for the Philadelphia Inquirer and the Philadelphia Daily News.

And while that seems like a great deal of money at first glance, Sam S. McKeel,



South Bend Tribune system allows insertion at press speed.

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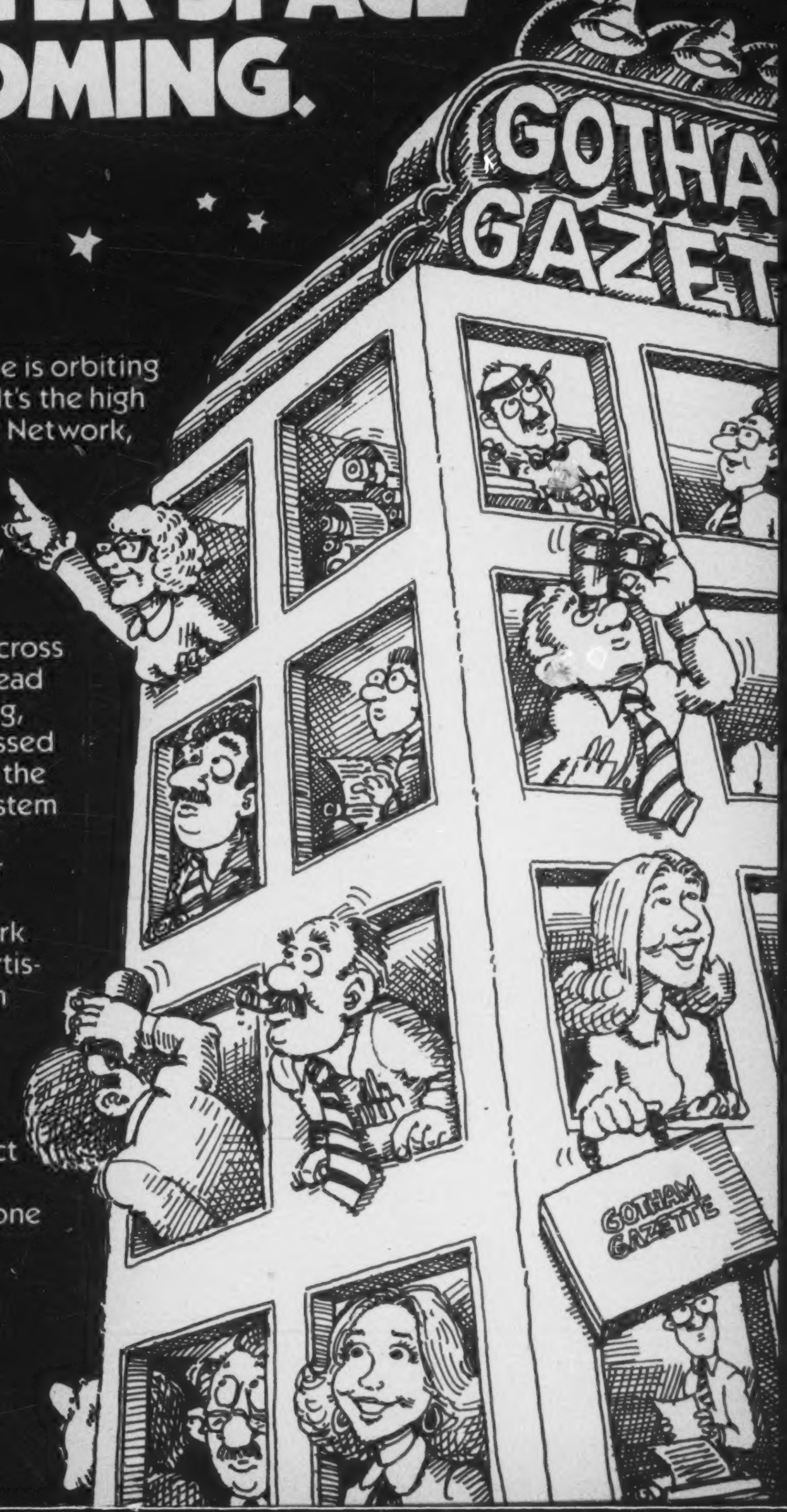

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We deliver newspaper ads at the speed of light.

president of Philidelphia Newspapers Inc., says the new equipment can mean increased long-term profits.

"Last year we turned down nearly $2 million worth of preprints because we couldn't manage to put any more in the paper and still deliver (the Sunday newspaper) when the news was new," McKeel noted in his May column in Local Beat, the Philadelphia Newspapers' employee publication. "This year is different. We are not refusing any Sunday preprints on account of space limitations."

According to McKeel, improved efficiency in handling an increasing volume of inserts translates into greater reliability and may ultimately bring lower costs for preprint advertisers.

On the editorial side, the equipment has also proved useful in the distribution of the "Neighbors" section—zoned editions aimed at specific areas.

According to John Brown, senior vice president for operations, the two Philadelphia newspapers by September will be using six inserting drums as well as palletizing and depalletizing equipment and conveyor systems for 10 presses.

The Ferag Rotadisc II, which resembles a giant wheel, will enable the mailroom to handle preprints much more efficiently, Brown says. He explains that the preprints can be stored in each of 10 wheels and later inserted on-line. When all the inserting equipment is installed, the Inquirer and Daily News expect to be able to insert while printing 25,000 copies per hour on collect runs.

Early in the week, when preprinted sections of the newspaper are run and serve as "jackets" that hold ad inserts, the Rotadisc feeds the copy stream from the press onto mobile, storable cassettes until it's time for their insertion later in the week.

Ralph S. Roth, vice president/operations for the parent company, Knight-Ridder Inc., says the equipment was purchased because the two Philadelphia dailies process a lot of inserts and have big circulations. "The demands there are very great in terms of material handling," says Roth. "It's a monstrous job, and the larger the job, the more opportunity there is for automation."

A primary concern in Philadelphia was storage. For some Sunday editions, space had to be found for as many as 3,000 skids of inserts. Newspaper employees also had to keep track of where they were located.

Roth says other Knight-Ridder newspapers, including the San Jose Mercury News, the Akron Beacon Journal and the Lexington (Ky.) Herald-Leader, either are installing or already using Ferag equipment in their mailrooms.

> *"The larger the job (handling preprints), the more opportunity there is for automation."*

The San Diego Union and Tribune, which handle about 40 different advertising preprints weekly, also use Ferag equipment and have found success inserting on-line by employing the split-stream process.

According to Production Director Jerry Thomas, two 8 into 1 inserting drums are fed by one press and are able to keep up with press speeds on collect runs of 30,000 to 32,000 newspapers per hour.

The Ferag equipment installed there in 1981 has been updated as the newspapers' volume of inserts increased, Thomas says.

At The Record in Hackensack, N.J., where Ferag inserting equipment has been used since 1980, Production Director Bob Murphy says the newspaper has been generally pleased with the press speed it achieves while inserting goes on. The presses can produce 55,000 to 60,000 copies per hour when run straight, normally earlier in the week when the editions are smaller. As the week goes on and newspapers get larger, The Record slows to a collect speed of about 28,000 per hour while inserting.

While various manufacturers of inserting equipment continue to make enhancements to their product lines, ANPA engineers are working to develop more accurate newspaper counters and bundle verifiers, the Association's Cashau reports.

Getting the correct numbers of newspapers into bundles is very important, because when a carrier comes up short, costly individual trips must be made to irate subscribers, he notes.

With so much work being done both by suppliers and by newspaper-industry researchers, technical experts say the dream of the perfect mailroom may indeed someday come true. ☐

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William E. Branen

Wisconsin publisher gives newspaper business what it needs: 'An awful lot of help'

BY C. DAVID RAMBO
presstime staff writer

When William E. Branen was growing up in center-city Chicago, he was fascinated by the Tribune Tower and the mighty newspaper produced therein. "Somehow," he says, "I got a bug for news."

The bug bit hard.

In his elementary school years, Branen was known as the child who wrote up news items from his neighborhood and put copies of those reports in residents' mailboxes.

Now he is known as the guru of community journalism. Owner and publisher of the twice-weekly Burlington (Wis.) Standard Press and half a dozen other non-daily publications, Branen is one of the most-consulted executives on running newspapers, particularly non-dailies.

He is an authority on newspapers' use of the mails. He is credited with playing a major role in the first cooperative offset printing plant for a group of independently owned newspapers. And he is a good source of information on numerous other newspaper-business matters.

The 59-year-old Branen, former president of the National Newspaper Association and of the Wisconsin Newspaper Association, freely shares his knowledge. He says he fields more than two dozen newspaper-related calls and letters each week, and he is a frequent speaker at newspaper meetings around the country. Lately, however, he has tried to scale back his travel. "I was invited to do 36 speeches and seminars last year, and that's just too much," he says.

He also dispenses his thoughts in a column called "The Profit Motive" in NNA's Publishers' Auxiliary newspaper.

Part of Branen's appeal is his broad view of the business and his ability to explain complex issues in a straightforward way—especially on the postal front.

Branen believes that one of the more serious problems for community newspapers is delivery. The U.S. Postal Service has "doubled and tripled the cost of distribution" with its series of second-class rate increases in recent years, he says.

While newspapers "can deliver (with carriers) for less than what the Post Office charges now," he says, establishing an alternate delivery force as reliable as the mails for a non-daily publication is a "very, very difficult type of process."

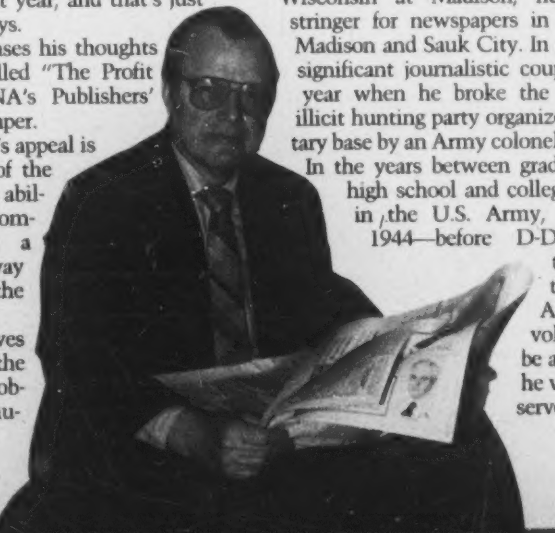
While Branen has a firm grip on this and a host of other issues, some of his friends say he may not be as well-organized in other parts of his life.

For example, Romain C. Brandt, former executive secretary/manager of the Wisconsin Newspaper Association, says Branen relies almost exclusively on his wife, Nancy, and the Standard Press staff to keep his busy travel schedule straight. Even then, things can go awry.

Bruce C. Brown of C.W. Brown Printing Co. in Oconomowoc, Wis., recalls a time he and Branen were invited by Manistique Paper Co. to a lodge in northern Michigan. When a small group gathered for the trip to be made in a small chartered plane, Branen owned up, "'You guys'd never guess what I've got here: my passport.' He thought he was going to Thunder Bay, Ontario," Brown says.

Branen's journalism career advanced from his childhood "street" editions to work on his high-school newspaper. Then, as a junior at the University of Wisconsin at Madison, he served as stringer for newspapers in Milwaukee, Madison and Sauk City. In fact, his first significant journalistic coup came that year when he broke the story of an illicit hunting party organized on a military base by an Army colonel.

In the years between graduation from high school and college, he served in the U.S. Army, enlisting in 1944—before D-Day. Branen trained for the infantry. Although he volunteered to be a paratrooper, he was tapped to serve in the "finance corps" because he was found to have a "knack for writing and math." He later also served in the chaplain service, helping to write sermons.



After graduating from college, where he earned letters in football and baseball, Branen in 1951 joined the Standard Press as news editor.

Two key members of the family that owned the paper died soon after Branen started work there, and Branen in 1953 bought a 20-percent interest, followed by other amounts in subsequent years. "This came at a time technology was developing rapidly," he explains, and offset printing was making major inroads. He and six other publishers established the central printing plant in 1962 in Delavan, Wis., for seven independent publications.

The Burlington executive in 1964 bought out his partners in the Standard Press and has continued in his leadership role at the paper. He also has worked as a consultant for Tribune Co. of Chicago and for The Milwaukee Journal.

While Branen has high professional standing, his reputation looms just as large on the local level. Foremost in his community activities is his work with Little League baseball. He has managed a team for 26 years, and he says he schedules speaking engagements so they do not conflict with his game schedule.

Branen's interest in Little League baseball dates from the time his two sons were players. They and Branen's other child, a daughter, are now grown and following in their father's footsteps. Daughter Kathy and her husband own a small newspaper in northern Wisconsin; older son Robert works in advertising at the Standard Press; other son Shad runs a Branen-owned cable television station and is a disc jockey at a Milwaukee radio station.

For family members and outsiders alike, Branen emphasizes the need for newspapers to adapt continually to changing market conditions.

Whatever the future holds, newspapers will need more and better people on their staffs, Branen says. "This industry needs an awful lot of help."

His advice to newcomers? "Work hard. I think that's the answer. Period." ☐

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There is a real test of mettle going on in Detroit

BY DAVID LAWRENCE JR.

David Lawrence Jr.

Back during the 1967 riot in Detroit—a week-long siege seared in the memory of all who lived through it—Neal Shine, now the senior managing editor of the Detroit Free Press, was then the very enterprising city editor. In the best traditions of big-city journalism, he decided a tank would be the perfect way for reporters and photographers to get around in the burning and sniper-terrorized portions of the city.

So City Editor Shine called Chrysler, which had a tank plant, and Chrysler agreed to lend the Free Press an armored car that looked like a tank. Because it had wheels and a push-button transmission adapted from a Plymouth, it did not take our staff long to learn how to maneuver the thing.

We were, of course, not to be trusted totally. Thus, Chrysler insisted upon removing the cannon from the turret. And the police commissioner, when told of our plans, insisted that "Detroit Free Press" be painted on the side.

Otherwise, it looked like the authentic piece of military hardware it was. Our reporters—dressed in fatigues and helmets from a military surplus store—rolled from one shooting zone to another. Along the way, they picked up reporters from other publications, except, of course, those from The Detroit News. The National Guard waved the Free Press past the barricades. (Perhaps it did help a bit that one of our reporters was wearing a general's star.)

The day before the Free Press was obligated to return the tank to Chrysler, several reporters piled in, drove it three blocks down the street, and pulled up on the sidewalk in front of the News. They sounded the siren, then turned on the loudspeaker: "This building is under siege. You have 10 minutes to surrender." Employees of the News peered out the windows but refused to come out.

That incident almost two decades ago is but one of the more colorful chapters in the competition between the Detroit Free Press and The Detroit News, two newspapers with daily circulations of just about 650,000 each. You can imagine how a guy like Neal Shine, who has been working to beat the News since his days 35 years ago as a copy boy, reacted to the big announcement April 14 that the owners of the Free Press (Knight-Ridder) and the News (Gannett) were going to file for a joint operating arrangement. It was a stunning development, even if most people at both newspapers knew intellectually that a JOA might be inevitable.

At the Free Press, there *had* been some encouraging numbers. For instance, we moved to within 5,179 papers a day of the News for the six-month period ending last March. Yet other numbers showed the Free Press significantly behind the competition in the three counties of most interest to advertisers. And in total revenue, the News had about 60 percent of the total. Together, the News and Free Press had operating losses of $63 million in the previous five years.

That led Knight-Ridder and Gannett to declare what Alvah Chapman and Al Neuharth called "a virtual tie." By combining business and production efforts, with the permission of the attorney general, they could preserve two competing news and editorial voices in Detroit. The result would be two healthy newspapers, not two hemorrhaging ones and, ultimately, one dead one.

The story of newspapering in Detroit cannot be told in mere numbers.

I will not soon forget the tears in Myron Didyk's eyes when he heard late on a Sunday afternoon that a JOA would be announced the next morning. As Free Press circulation director, he was reminded of a moment a quarter-century earlier. In the 1950s, he was a rising circulation executive at the Hearst-owned Detroit Times. Then, in the early morning hours of Nov. 7, 1960, there came a knock on the door of his home. The messenger handed him a telegram. The Times has folded, the telegram said: Don't come to work.

So Myron and nearly 200 other Times people joined the morning Free Press that very week. The major competitor was the afternoon Detroit News, which had bought the assets (principally the circulation lists) of the Times, also an afternoon paper. Seemingly overnight, the News, which had been neck-and-neck with the Free Press in circulation, was now more than 200,000 papers ahead daily and 300,000-plus on Sundays. For the next 26 years, Myron Didyk devoted his career to chipping away at that lead—down to 5,179 papers—and now he was being told that soon the Free Press and News would be competing in a different way.

In times like these, you learn a lot about yourself and about the people you work with. We have entered what could be a year or two, or more, of uncertainty. The joint operating agreement, filed with the Justice Department May 9, contains no formula for deciding which people, and how many people, from either paper will be selected to work for the new Detroit Newspaper Agency. Instead, the agreement simply calls for the agency to select the best people from both papers. Naturally enough, and rightly enough, people at both newspapers wonder: "What does this mean for me?"

This, then, is a time when good communications are essential, even though we do not yet have the answers to most questions. In the days following the announcement, executives of the Free Press met with their staffs to answer every

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Lawrence is publisher and chairman of the Detroit Free Press. This essay is adapted from an address he made May 19 at the International Newspaper Financial Executives meeting in Scottsdale, Ariz.

question they could. Within two weeks, I had met with more than 2,000 employees in varying size groups. A letter from the publisher went to every employee's home. We set up a hotline, told employees to call with their questions and promised the best answer available within 48 hours. We launched a quick-turnaround bulletin board publication called "The Friendly Fast Facts" (borrowing from the 30-year-old nickname for the Free Press, "The Friendly").

We did not try to fool anybody.

The message was straightforward and three-fold:

1. We are in this together. This time of uncertainty will be hard on everybody. Let us, then, support each other, care about each other and make sure everyone has the maximum amount of information.

2. It would be stupid to be bitter; how could *that* help? It also would not make a lot of sense to replay the past, though each of us will do that to some extent. It would be easy to say, "If only we had charged more for the paper." Yet the realities of the Detroit marketplace dictated that neither paper ever felt very comfortable in raising the price, figuring the other newspaper might increase the circulation gap to such an extent that the balance of advertising (from whence we get 70 percent of our revenues) could be dramatically and negatively affected. (Interestingly enough, the Free Press, in second place in both advertising and circulation, was the circulation pricing leader in the market.)

> *We have entered what could be a year or two, or more, of uncertainty.*

3. We cannot afford to lose our momentum. Remember that in both the Seattle and Cincinnati JOAs, the two weaker newspapers experienced a marked deterioration while awaiting the outcome. If that were to happen in Detroit, it could surely affect how many jobs were available in the new agency.

I have marveled, to this point, at the spirit of Free Press people. Here's just one example: Within those first few days of the JOA announcement, our supervisors in customer service were sporting T-shirts with the message, "We're still fighting." Last week, building on that spirit, the Free Press kicked off a contest whereby employees in every department can win prizes for selling subscriptions.

But after all this discussion of what Free Press Executive Editor Kent Bernhard calls "the dirty J-word," am I optimistic about the future of newspapers? Absolutely.

Good newspapers have a splendid future. With the current and growing fragmentation of other media, particularly television, with more than four of 10 American homes already hooked up to cable, with more than a third of all American households having VCRs, with 11,000 different magazine titles being published in the United States this year, there is every reason for a good newspaper to serve an increasing role as a true "mass medium." ☐

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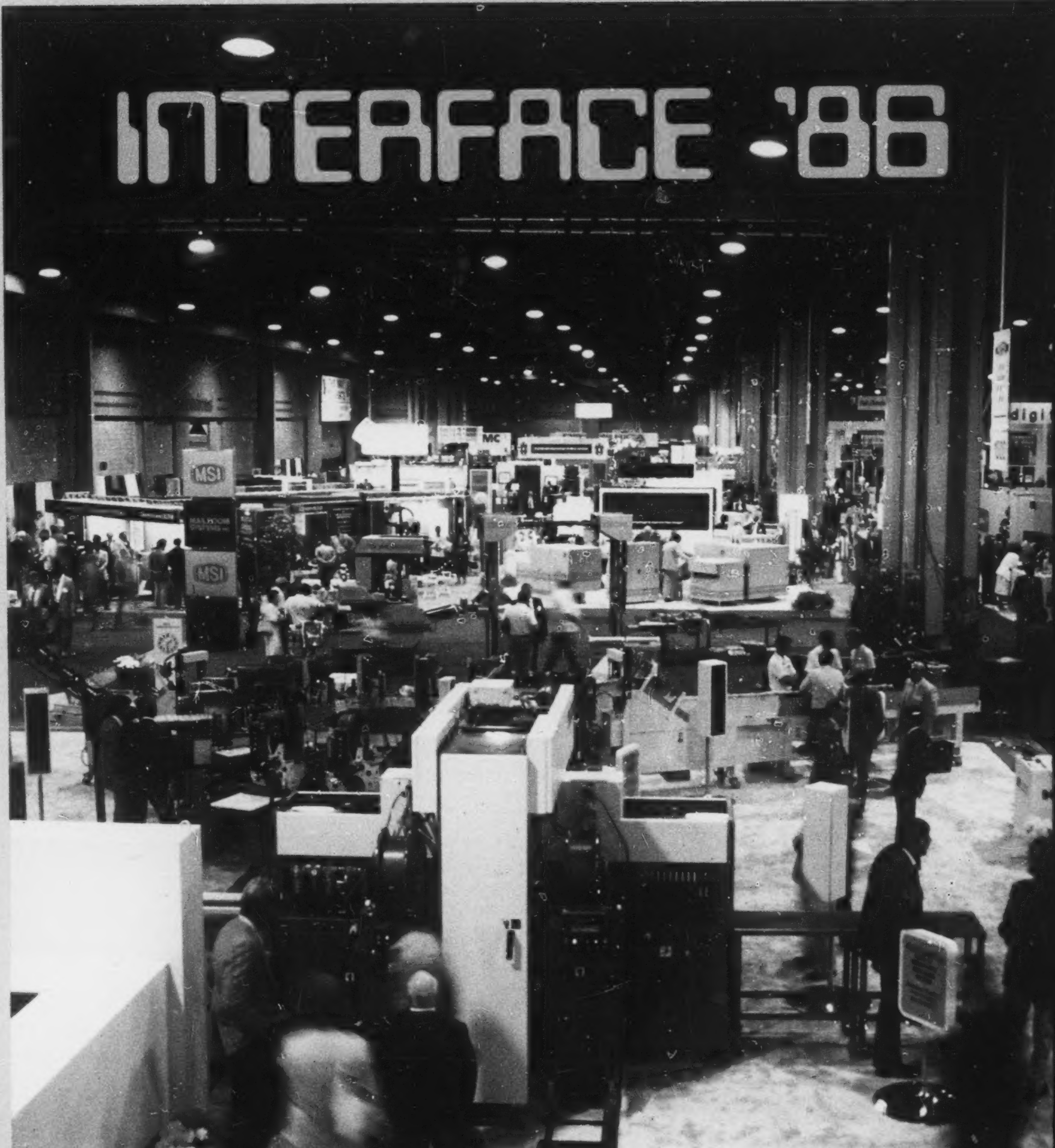
INTERFACE '86
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Michael Pugh

A Red, White and Blue Setting Provides Appropriate Tone for Banner Event

This year it was almost impossible to get lost. When visitors went to the vast Georgia World Congress Center in Atlanta for the 58th Annual ANPA Operations Management Conference & Exposition, they were guided by yards and yards of a red, white and blue carpet.

By following the carpet and appropriate signs, they could find their way to everything—the exhibits, the general sessions, the workshops and the restaurants.

There was plenty to look at and plenty of people to do the looking, the listening and the questioning. The June 21-25 show, whose theme was "Interface '86: People—Developments—Quality," drew 11,279 persons, the largest since ANPA began charging admission to the exhibit hall in 1982.

What they saw there, in addition to five miles of carpeting, $30,000 worth of flowers and other extras, was another sweeping array of equipment covering all aspects of newspaper production and distribution. Exhibits ranged from a simple, $3,000 booth to elaborate spreads costing upwards of a quarter-million-dollars. All of it was spread over 270,000 square feet of net exhibit space—another record—in four of the center's six gigantic halls.

"I keep expecting this show to start contracting, but it just keeps growing," said Joseph M. Ungaro, OMCE Arrangements Committee chairman, and president and general manager of Westchester Rockland Newspapers in White Plains, N.Y. Indeed, about 300,000 square feet of exhibit space was sold in Atlanta for next year's Exposition in Las Vegas.

ANPA Chairman and President Alvah H. Chapman Jr. said the show reflected "a technological revolution in midstream," and both the equipment exhibited and the attendance at the Conference sessions seemed to prove his point.

On the exhibit floor, there were some "breakthrough" items—notably, a press-plating robot and video-to-print photographic equipment—and a great many other displays of enhanced equipment including color scanners, pagination systems and inserting machines. In a nice counterpoint to all the future-gazing, people at the Allied Linotype Co. booth were giving away buttons commemorating the centennial of the Linotype machine, which on July 3, 1886, ushered in the era of mass-produced newspapers.

In the Conference rooms, the high interest in this technological revolution was reflected by crowds that packed some sessions to overflowing, even though the 16 separate programs offered were the most ever presented at an OMCE.

The most heavily attended workshop was the one on flexographic printing. An estimated 1,000 persons were there, many standing in the aisles. Thomas O. Might, vice president/production of The Washington Post, submitted a six-page report that showed flexo offered a savings of $14.24 per newsprint ton compared with offset. Other panelists also debated the merits of flexo versus offset, but Knight-Ridder Vice President/Production Ralph S. Roth said flexo would figure in the press-buying decisions of his company.

Besides the flexography session, the heaviest attendance seemed to be at workshops on pagination, personal computers and post-press equipment. It wasn't surprising then that the best-selling tapes of the Conference were "Management Asks the Tough Questions About Flexo" (a runaway winner), "Print Quality," "Quality in the Mailroom" and "PCs—Panacea or Pandemonium?"

It wasn't only the workshops that had the action. Vendors reported much more floor traffic than usual and said they made substantially more appointments for private demonstrations of their wares. ☐

Alan Tepper

John Harrington

Largest-ever Exhibit Draws Heavy Traffic

BY ROSALIND C. TRUITT
presstime technical writer

Hailed by newspaper executives and vendors alike as the most exciting in recent memory, this year's equipment display saw a few bona fide breakthroughs and the continuing evolution of a variety of equipment, from pagination to pressroom to post-press.

"I was expecting a lot from this show, but it's far exceeded my hopes for it," said Joseph M. Ungaro, chairman of the OMCE Arrangements Committee.

"A lot of major steps forward were made in the areas of pagination and graphics manipulation, in post-press equipment and others. I've heard favorable comments from newspaper people about the quality of the exhibits, and the vendors did well," added Ungaro, who is president and general manager of the Westchester Rockland Newspapers Inc. in White Plains, N.Y.

This year's 11,279 registrants resulted in some of the heaviest floor traffic in several years, veteran show observers said.

Registrants were greeted by 254 vendors that filled two-thirds of the mammoth Georgia World Congress Center with a Conference record 270,000 square feet of exhibit space.

Overflow crowds for Conference sessions on pagination, personal computers and other subjects mirrored interest in equipment on the floor as Conference-goers flocked to the exhibit floor to watch companies put theory into practice.

Vendors interviewed were pleased with the turnout. A typical comment was that of Deane Parkhurst, marketing manager of Creative Data Systems, who said: "It was a fantastic show for us, lots of traffic. We had so many people that we decided to run our demonstrations almost continuously rather than every half hour as we had planned." Creative Data develops business and advertising layout software for newspapers.

Other exhibits generating intense spectator interest this year were as diverse as the various components that fit together to produce a newspaper.

Among them: Atex's Publication Production Node, the key to its pagination system; a new IDAB counter that uses a stream of air and a microphone to count newspapers; Sony's Mavigraph, a video image storage system that produces camera-ready color prints from videotape [presstime, March 1986, p. 62]; improved color scanners, shown by a variety of vendors; and a press-plating robot developed and demonstrated by Tokyo Kikai Seisakusho, the Japanese press company better known as TKS.

The robot drew large, curious crowds each time it picked up an offset plate with suction cups, moved along a track to the precise proper place on the press cylinder, then methodically locked the plate into the groove. Yet many onlookers questioned whether the cost, the potential for labor conflicts and other factors would militate against such robots' making inroads in the pressroom—at least in the near future.

TKS wows the show with a press-plating robot (above).

Michael Pugh

Dewar Information Systems Corp. shows innovation with its local-area-network front-end system, as does a visitor with an appropriate choice of functional footwear (left).

The growing attraction of newspapers to personal computers was demonstrated in one of the smaller booths, where visitors three and four deep waited to watch demonstrations of Southeastern Newspapers' Morris Publishing System. The Augusta, Ga., company developed the system for its own newspapers, but interest from other newspapers prompted the decision to offer it commercially.

This year, press exhibits seemed to take a back seat to some of the other exhibits. Only one company, Solna, exhibited a running unit.

On the other hand, most of the companies showing mailroom or post-press equipment—including Muller-Martini, Ferag, Graphic Management Associates, Stepper, Harris Graphics, Hall Systems and IDAB—had their machines up and running, demonstrating how to bundle, insert, count and otherwise handle newspapers as they leave the press.

George Cashau, ANPA director/technical research, saw the 1986 show as a year of evolution in a number of areas, though he pointed to the TKS robot, the Sony video-to-print equipment and the IDAB newspaper counter as breakthroughs.

"I would say that progress continues to be evolutionary rather than revolutionary in most areas. But the post-press area was very exciting. I've never seen so many new products introduced in one year before," Cashau said.

There was also a lot of interest on the floor in color scanners. "I believe the kinds of color developments we're seeing, with Sony for example, will allow even the smallest newspapers to use color, use it frequently and use it with consistent quality in the very near future," Cashau predicted.

Arrangements Committee Chairman Ungaro said there were more items actually ready for sale this year, as opposed to prototypes. He said he believes the equipment exhibit goes through a three-year cycle: In the first year, a product or process is discussed as a possibility; in the second year, models are demonstrated; and in the third year, an actual working piece of equipment is operated on the exhibit floor—ready for sale.

According to Ungaro's theory, there was a great deal of interest in post-press equipment this year because it is in that third stage of the cycle. In contrast, much of the pagination and graphics equipment was in the second phase, he said.

Alan Tepper

Pre-registration process and computers help speed the flow for the largest OMCE crowd since a new fee policy was instituted in 1982.

PAGINATION SYSTEMS. Twenty-two firms demonstrated pagination systems this year, and while all drew traffic some of the larger crowds gathered at the Atex, Autologic and Information International Inc. booths for demonstrations.

A number of experts interviewed found merit in the various systems, but they declined to cite any as superior to the others, pointing out that the needs of individual newspapers vary.

Atex disclosed during the show that Philadelphia Newspapers Inc. will test the Publication Production Node system in a non-production environment this summer. If all goes well at The Philadelphia Inquirer and Philadelphia Daily News, Atex plans to release the PPN for sale by the spring of 1987.

PPN is the key to Atex's so-called "Total Publishing Environment." This concept integrates graphics with editorial and advertising materials plus classified advertising and page layouts.

> *"A lot of major steps forward were made in . . . pagination and graphics manipulation, in post-press equipment and others."*

Atex officials said the integrated system works quickly enough for a large daily newspaper to use it in deadline situations. Output can be to either film or plate.

Autologic demonstrated its APPS-1 pagination system, which got its first installation recently at the Morristown (N.J.) Daily Record. The system enables newspapers to dummy pages with editorial copy, halftones, display and classified ads, and line art, and then produce those pages on lithographic film or offset plate.

At the end of its half-hour demonstration, Information International, or Triple-I, produced fully paginated pages with graphics using its 2025 Page Makeup Station, 4500 Ad Makeup Station and 2300 Image Network Processor. The system was used to edit text, dummy display ads, make page proofs and produce typeset pages.

In addition, ad text was composed and edited on Triple-I's new PC-based terminal/local area network system. Page proofs were produced on a VideoPRINT 300 Laser Recorder, and the firm's InfoSet 400 Pagesetter typeset the pages on photosensitive paper.

POST-PRESS. The mailroom or post-press area continues to be a problem as newspapers struggle to insert preprinted matter efficiently and to cope with zoned publications. (See story, p. 26.) Manufacturers offered equipment to help deal with those problems.

In addition to its air-stream counter, IDAB demonstrated several interesting new items, including the IDAB 2000 stacker, which needs no operator adjustments and can stack about 80,000 newspapers per hour. The company also

The Making Of a Trade Show

Like Producing a Movie, Huge Cast Turns Empty Hall Into Glittering Showcase

Photos by Alan Tepper

showed a vertical bundle elevator called the Whizlift, which takes up very little room, and two automated guided vehicles for handling newsprint.

Graphic Management Associates offered a new 20 into 1 inserter, the SLS-1000, which the company said can insert at speeds of up to 25,000 papers per hour off-line. It uses a gripper delivery system. A spokesman said an on-line version is planned as well.

Another product of interest was Stepper Associates' new collating and packaging system. It stacks newspaper sections in a pre-determined order—so, for example, the front section ends up on top—and individually heat seals each newspaper in plastic.

The system can handle newspapers of up to 700 pages. The firm bills it as an aid to newsstand sales for larger newspapers and to home delivery for smaller ones.

In addition, Muller-Martini's Bi-Liner, because of its inserting speeds and capacity to handle twice as many inserts on a double-tracked inserting system, attracted substantial attention.

PERSONAL COMPUTERS. The personal computer continues to be seen as a viable alternative to its big mainframe cousin, and PC-based front-end systems proved popular.

The story of how the Morris Publishing System came into being attracted a lot of interest. Initially, Southeastern Newspapers planned to buy a front-end system from one of the usual vendors but began toying with the idea of creating a system for its seven daily and one weekly newspapers. After gathering information from their editorial, advertising, programming and other departments, the system was born. It's been in the firm's newsrooms for two years.

The system, using an IBM PC with a color monitor, offers many features, including instantaneous spell checking and a split screen to view two files simultaneously. It can also handle a variety of classified advertising functions.

Bestinfo demonstrated its NewsBuilder package for newspapers that use IBM PC ATs. The software consists of GalleyBuilder, where text is composed and edited, and AdBuilder, which produced display advertisements.

Also introduced at the Exposition was Compugraphic's Intrepid II, using IBM-compatible PCs that can be used individually or in a network configuration. The terminals can process classified advertisements and editorial copy as well as perform business functions.

EQUIPMENT FOR COLOR. Quality color reproduction continued as a topic of interest, judging by the throngs that flocked to the 15 companies offering color-separation systems.

Sony generated crowds with its Mavigraph color video printer, which eliminates the need for a darkroom. It produced color prints from videotape in three minutes.

While viewing a tape, the user presses one of three "printing mode" buttons. When a picture appears on the screen and a print is desired, the "memory in" switch is activated. Mavigraph receives video signals, then digitizes them into dots which are in turn printed on paper.

Color can be changed before printing, and the Mavigraph can store up to four pictures simultaneously on the Memory Frame Buffer. Mavigraph is ready for sale.

The Mavigraph Plus, which will produce color separations from video, was shown as a prototype, with sales planned for a year from now.

Although such "next generation" devices drew oohs and aahs, the more conventional color equipment attracted a response of a different type—inquiries from newspapers ready to buy equipment now. The major attraction for that group was color scanners.

ANPA's Cashau noted that as recently as two or three years ago, scanners weren't standard equipment at most newspapers, but they are rapidly becoming so.

The crowds were large at the Crosfield Electronics booth where a number of new products were introduced. Interest may also have been heightened by Crosfield's recent acquisitions of Muirhead Data Communications Ltd., Composition Systems Inc. and Hastech Inc.

C. David Rambo

Gene McDavid (right) of the Houston Chronicle succeeds Walter E. Mattson of The New York Times Co. as chairman of the ANPA Technical Committee.

The company showed a variety of new electronic pre-press equipment including Scantel, a color scanner designed for fast input of color transparencies. Before exposure, it can process four different transparencies, complete with their own enlargements, color corrections and tone data.

Royal Zenith unveiled a new color previewer monitor, the RZ-210-CM, which the company said simplifies the cropping of photographs. Also new for the company was a laser color scanner, the RZ-210-L, which uses a low-power, blue-argon laser. It has a resolution of 4,000 lines per inch and can produce, according to the company, extremely sharp dots from 60 to 200 per inch.

Scitex America demonstrated its new high-speed Smart Scanner that utilizes artificial intelligence. The company has replaced the usual set of operating knobs with a touch-sensitive operating panel with buttons for such manipulations as cropping and color correcting. The charged-couple-device scanner can handle transparencies, positives and negatives. It enlarges images from 20 to 2,400 percent.

Alan Tepper

Kodak executive William E. Sherman (right) presents the "World's Best" award to Fred Collings, representing the Natal Mercury in Durban, South Africa, winner of Kodak's ninth annual "Run for the Money" contest for outstanding newspaper color reproduction.

Hell Graphic Systems demonstrated its new NewsPlan pagination system by recording scenes on the exhibit floor and integrating them with text to produce four-color separations and a full newspaper page in about 45 minutes. Hell also used its new Pressfax system to transmit four-color newspaper pages between its booth and that of Ricoh, whose flat-bed laser system utilizes a Hell P-100 and Hell P-210 scanners.

PRESSROOM. Although there was a lot of interest in the Conference workshops on flexography, interest regarding pressroom equipment seemed to center on platemaking and plate lockup devices, rather than press exhibits.

Hercules demonstrated a new lockup system that it said provides fast and highly accurate registration for polyester-backed printing plates. The system includes a Universal Barenscheel press lock capable of holding several press types; the Hercules PTZ automatic, punch-trim-bend unit for polyester-backed plates.

Western Lithotech offered Lith-X-Pozer V, a smaller version of its plate exposer. The company said a number of large newspapers planned to use it exclusively to expose their color plates. Western Lithotech also demonstrated its Newstek plate processor that in one operation develops, finishes and drys subtractive plates.

Another pressroom item eliciting numerous comments was a new water-oil emulsion ink that Crabtree Vickers (Canada) Ltd. has developed for use with anilox inking systems.

Besides the TKS press-plating robot (whose name, "APM—1024" is right out of "Star Wars"), there was interest in Rockwell International's new Modular Press Control System, which uses a touch-sensitive screen menu to control the Goss Headliner press.

In the annual Editor & Publisher magazine awards for outstanding exhibits, first-place winners were: for island booths larger than 1,000 square feet, Scitex; for island booths under 1,000 square feet, CIP; and for non-island booths, The Pellegren Corp.

The interest displayed by newspaper executives at those and other booths sent many exhibitors home happy.

"It was much better than last year, and we're looking forward to Las Vegas," site of the 1987 OMCE, said Karl Ziegler, advertising manager of IDAB. ☐

Conference Sidelights

Crime in the Booths

There was an "unusual amount" of thefts on the Exposition floor, according to Conference Director Peter P. Romano, ANPA director/technical services.

The Associated Press booth apparently suffered the largest loss—two video cassette recorders, a speaker and amplifier, a telephone and two special tool kits worth about $5,000 altogether, according to AP spokeswoman Kelly Smith Tunney.

AP was not alone. A VCR was taken from the ANPA booth Sunday night, and there were reports of other thefts of purses and equipment, including a security guard's motor scooter.

Relating to Technology

Nearly 30 newspaper general managers, production directors, and human resources specialists gathered at the fourth ANPA Labor Relations and Technology Seminar held in conjunction with the Conference.

Participants in the June 20-21 seminar considered not only the impact of new technology on employees but also how to bargain with unions over the number of people who will be required to maintain and operate the new equipment being developed, such as robots that put plates on presses.

College Symposia Held

Twenty student newspapers were represented at the first College Newspaper Production Symposia held in conjunction with the Conference. Thirty-one students, advisors and employees of the newspapers attended.

C. David Rambo

Air-conditioned buses provide a welcome lift between the Congress Center and hotels.

Conference Speeches Available

Single copies of the following ANPA Operations Management Conference & Exposition speeches are available without charge from the ANPA Public Affairs Department at The Newspaper Center.

Monday, June 23

General Session—Theme: People and Management

- **Address by ANPA Chairman and President Alvah H. Chapman Jr.**, chairman and chief executive officer, Knight-Ridder Inc., Miami
- **Hiring Your Next Production Managers, Melvin P. Reid**, president, Byron Harless, Reid and Associates, Jacksonville
- **Team Building—What Kind of Management Is Needed for the Total Electronic Newspaper, Gary A. Kleinhenn**, quality circles manager, Detroit Free Press

Concurrent Workshops
Managing Telecommunications (It's More Than Just Phones)

- **Helen Waicunas**, manager/telecommunications, The Hartford Courant; **Patrick A. DeFilio**, account executive/national, Southern New England Telephone Co., New Haven, Conn.

Management Asks the Tough Questions About Flexo

- **Dott. Lorenzo Jorio**, managing director, Il Gazzettino, Venice, Italy; **Thomas O. Might**, vice president/production, The Washington Post; **Ralph S. Roth**, vice president/production, Knight-Ridder Inc., Miami

PCs—Panacea or Pandemonium

- **Donald P. Ruthig**, office of systems analyst, Advance Office Systems Group, Los Angeles Times; **C. S. Wood**, vice president/manufacturing, Suburban Communications Corp., Livonia, Mich.

Drugs and AIDS in the Workplace

- **John T. Spran**, vice president/employee relations, News and Sun-Sentinel Co., Fort Lauderdale; **Stuart H. Bompey**, senior partner, Baer, Marks and Upham, New York City

Facing Building Expansion

- **Harold J. Brown Jr.**, vice president/operations, Atlanta Journal and Constitution; **Donald T. O'Neill**, production director, The Boston Globe; **W. Scott Sherman**, production manager, The Orlando Sentinel

Tuesday, June 24

General Session—Theme: The Quest for Quality

- **The new ANPA/Newspaper Advertising Bureau publication: *Guide to Quality Newspaper Reproduction*, Walter E. Mattson**, president and chief operating officer, The New York Times Co.
- **Payback on Quality, Charles M. Kinsolving Jr.**, vice president, marketing/new technology, NAB, New York City
- **Quality Control Manager, the Keystone to Quality, Gene Bell**, vice president/production director, Chicago Tribune
- **Commercial Printers Do It All The Time—and Better, James T. Sullivan**, president, magazine group, R. R. Donnelley & Sons Co., Chicago

Concurrent Workshops
Pre-Press Quality: Newsroom to Negative

- **Mark Mikolajczyk**, production/operations manager, The Cincinnati Enquirer; **Francis Przybylek**, production manager, The Times Journal Co., Springfield, Va.; **Michael Przybylek**, night production director, Florida Today, Cocoa; **Ian M. Pittendreigh**, director of operations, The London (Ontario) Free Press

Color Separation and Graphics: Perceptions and Prerogatives

- **Kenneth K. Kniceley**, production director, Charleston (W.Va.) Newspapers; **Marvin Sussman**, production quality assurance manager, Newsday, Long Island, N.Y.

Print Quality

- **Robert L. Moyer**, vice president/operations, Small Newspapers Inc., Kankakee, Ill.; **Richard Malone**, pressroom manager, Chicago Tribune; **Paul T. Lynch**, quality control manager, The Record, Hackensack, N.J.; **Thomas J. Shafer**, director of field operations, USA Today, Arlington, Va.

Quality in the Mailroom

- **Danny J. Collins**, production director, The News and Observer and The Raleigh (N.C.) Times; **Jim L. Davis**, mailroom manager, Houston Chronicle; **Robert F. Murphy**, production director, The Record, Hackensack, N.J.

Wednesday, June 25

General Session—Theme: Developments—Directions

- **Making Pagination Pay: William R. Hogan**, vice president and general manager, The Arizona Republic and The Phoenix Gazette
- **Electronic Graphics System: Louis J. Franconeri**, vice president/operations, The Baltimore Sun
- **AD/SAT On the Move: Roy Hodgson**, president and chief executive officer, British Printing and Communications Corp., U.S. Division, New York City

Concurrent Workshops
Ad Makeup Systems—A Candid Look

- **Terry E. Sturgeon**, director of production, Booth Newspapers, Grand Rapids, Mich.; **Michael L. Pearson**, production manager/pre-press, Chicago Tribune; **John Blaney**, manager/information systems, The Globe and Mail, Toronto

Getting Your Sunday Paper Out the Door and Delivered

- **Donald A. Nizen**, vice president/circulation, Knight-Ridder Inc., Miami; **Benjamin Hayes**, insert manager, Times Publishing Co., St. Petersburg; **Frank M. Manzon**, vice president/circulation, The Washington Post; **George Martin Jr.**, senior vice president/circulation, The Denver Post

Newsprint Handling—Pulling for AGVs

- **James H. Norris**, vice president/operations, Newsday, Long Island, N.Y.; **Curtis Bok**, production manager, Minneapolis Star and Tribune; **John F. Dennan**, director/quality assurance, Fort Worth Star-Telegram; **Ralph E. Imhof**, plant manager, St. Petersburg Times and Evening Independent; **Jouko Nummela**, vice president/production, Sanoma Corp., Helsinki, Finland

A Lot of Work and Money Go Into the Exhibits

When Chesley F. Carlson first came to an ANPA trade show displaying his company's products in 1954, his display occupied an 8-by-8-foot space.

His products were representative of the hot-metal newspaper days—a "chase" and a "turtle," the metal frame for holding a page of type and the cart by which it was moved—he said. Those items pretty much were the extent of the Chesley F. Carlson Co. line, added Carlson, who has been an exhibitor at the ANPA show for 36 consecutive years, one of the longest vendor participation records.

In the years since, the firm expanded its offerings to include register-control equipment and a host of electronic gear—including a new color-proofing system that the company says is faster and cheaper than other methods. It all has resulted in corresponding growth of the Carlson booth at ANPA's annual event.

The exhibit this year took up 2,400 square feet and cost about $160,000 for the exhibit itself and various other equipment such as illustrations, large transparencies and furnishings. Machinery and props were moved from company headquarters in Minneapolis in two 48-foot moving vans. It took three and a half days to set up the exhibit, which was operated by about a dozen people.

The story of the Carlson exhibit is one of the more than 250 that can be told of vendors at the ANPA Exposition. Each display is a different combination of myriad variables: design, colors, carpeting, signs, furniture, machinery, movable walls, lights and other props, not to mention staffing requirements and costs.

The degree of complexity ranges from the Hollenback Typesetting Systems Inc.'s 100-square-foot booth with props as simple as a small sign and pamphlet stand costing between $2,000-3,000, to much larger exhibits, such as that of Digital Equipment Corp. occupying 8,800 square feet and costing nearly a quarter of a million dollars. (Among the companies' costs are fees ranging from $7.75 to $8.25 per square foot to rent the space from ANPA.)

Many of the exhibits can be and are re-used at other shows.

This year, exhibitors rented 500 tropical plants and purchased 1,000 flowering plants—at a cost of about $30,000.

"Ninety-five percent of the (ANPA) show is predesigned, and untold millions of dollars are spent on design, construction and tearing down of the exhibits," said Jerry Marshall, general manager of the St. Louis division of United Exposition Service Co. United is a common denominator for most vendors at the ANPA show.

Not only does it move most of the heavy equipment from the loading dock to the individual booth spaces, but United is hired by about 60 percent of exhibitors to help set up all or at least a part of their displays.

Working as a general contractor for ANPA, United also draws up the Exposition floor plan, lays out exhibit spaces, installs the five-miles-plus of Exposition-aisle carpeting and decorates the Conference session sites. In addition, it provides much of the carpeting in booths, Marshall said. "We have a lot of rental carpet out there—probably 10,000-15,000 (square) yards."

Another rental item used at many booths is decorative plants. This year, exhibitors rented 500 tropical plants and purchased 1,000 flowering plants—at a cost of about $30,000.

Alan Tepper

Workmen prepare Goss Headliner press for display.

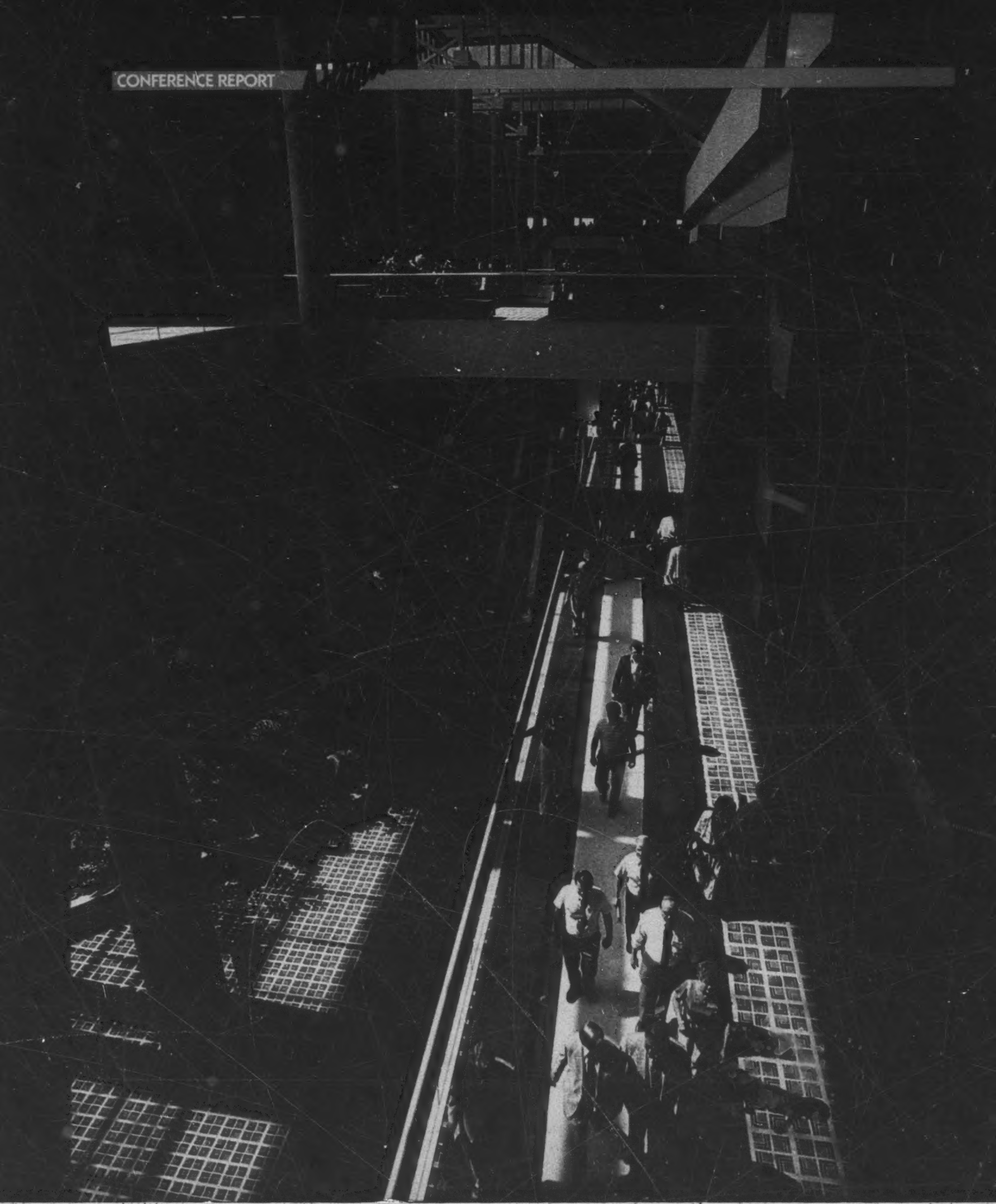
"Putting this show on is the easy part," explained United's Marshall, a 13-year veteran of the ANPA Exposition. "It's the planning and all the details that are difficult." United usually does at least two years' advance work on the ANPA Conference & Exposition. He and his work force of seven are at the show's site for three weeks each year. During that time, Marshall hires more than 100 local workers, as needed.

Among exhibitor vignettes:

- Signode Corp., which introduced machines that wrap loaded pallets with plastic, spent $12,000-13,000 on its 20-by-30-foot exhibit, said Dennis A. Miller, Signode market development manager for the graphic arts industry. Signode's machines, rented furniture, live plants and other apparatus are positioned according to a design by the firm's products advertising manager. The booth was operated by about five sales people from Signode offices around the country.
- Xenotron Inc.'s 3,200-square-foot booth employed movable walls, a raised floor for wiring and a high-tech-looking overhead gridwork—a German system called Meroform. The apparatus had been used in five other shows, including the 1985 ANPA Conference & Exposition in New Orleans. John B G Nye, publicity manager who designed the setup, said it cost about $60,000 in U.S. currency. The booth was shipped to Atlanta via air freight from its last show, DRUPA '86, in Duesseldorf, West Germany. Nye said it was to have been sent next —by boat this time—to Xenotron headquarters in Great Britain. Nearly two dozen people operated the booth, not counting five Chicago Tribune staff members who demonstrated Xenotron's Artmaster ad layout system that the Tribune uses.

Without exception, exhibitors said attending the ANPA Exposition is worthwhile, and probably mandatory.

"The (trade) show business is like a merry-go-round," said Timothy J. Hurley, manager of marketing communications of Mycro-Tek, which this year had a 3,000-square-foot booth. "You have to go with it. . . . If you're not there, your customers think you're out of business." ☐



Technology, People Keep Newspapers at the Fore

JUNE 23 SESSION DAY

1

- ☐ Tough flexo questions
- ☐ Plant expansion
- ☐ Drugs and AIDS
- ☐ PCs making inroads
- ☐ People and management

The 58th annual Operations Management Conference & Exposition reflected "a technological revolution in midstream" for newspapers, ANPA Chairman and President Alvah H. Chapman Jr. told the full-house opening General Session.

That revolution to computer-based technology, he said, has led to vast increases in the number of newspaper products, to better service to readers and advertisers, and to a younger, more diverse and better educated work force.

In his chairman's address to about 2,000 newspaper executives and other Conference-goers, Chapman emphasized the importance newspapers place on technology by noting another change. The revolution, he said, "has brought the production departments and those who lead them into the mainstream of American newspaper management."

When he attended his first Conference in 1948, said Chapman, chairman and chief executive officer of Knight-Ridder Inc., "our salespeople sold three products: retail ads, classified ads and national ads.

"Today, a newspaper ad salesperson may sell 300 products. A multitude of full-run, part-run and total-market-coverage products in color and black-and-white are now simple and economical to produce."

This has helped to keep newspapers the number one ad medium in America, he said, but without the technological advances and the people who foster them, "it simply would not be so." Readers also are being better served, he said. "Through the flexibility of new product offerings, our editors have the opportunity to use more graphics, more color and more coverage."

Chapman placed heavy emphasis throughout his speech on the importance of people to the technological revolution. Harking back to his first ANPA Conference 38 years ago in Pittsburgh, he noted it was the first such show to include any discussion of personnel and training matters, subjects now heavily covered.

To illustrate his point that "people" and "quality" are keys to a newspaper's success, he told the story about the St. Paul Pioneer Press and Dispatch, a Knight-Ridder paper that this year won a Pulitzer Prize for a series on the problems of a Midwest farm family.

"When the prize was received," Chapman reported, "the editors printed certificates for the pressmen whose professionalism and superior color printing talent made that series come alive for the paper's readers."

The change in technology has been remarkable in recent years, he said, but the change in people with production responsibility for newspapers has been even greater.

The median age of this year's Conference goers, he guessed, "might well be 25 years younger" than of those who attended in 1948. There are more women and minorities represented now, and many of all the attendees have advanced degrees in engineering and business management, Chapman said.

He noted that "some of the most innovative production directors that I know possess neither their youth nor an advanced degree, but do possess an uncommon sense of what is practical in our business."

Nevertheless, Chapman made it clear that his optimism for a continuation of the revolution was centered squarely on the new generation.

In the "fertile minds" of this group, he said, "the next phase of the newspaper technological revolution is unquestionably in embryonic formation." ☐

Michael Pugh

Chapman reminisces about 38 years of ANPA equipment shows.

Tapes available

Cassette tape recordings are available for the three Conference General Sessions, 13 workshops and three College Newspaper Production Symposia. Prices are $17 for each General Session and $8.50 for each workshop or symposium. A complete set of cassettes costs $178. Shipping charges are extra. To order, contact Acts Inc., 1025 E. Clayton Rd., Ballwin, Mo. 63011.

At left: Georgia World Congress Center bustles with activity.
Photo by Michael Pugh

Flexo Debate Rages On

At the workshop called "Management Asks the Tough Questions About Flexo," the answers caused the biggest stir.

When Thomas O. Might, vice president/production of The Washington Post, offered some long-awaited data comparing offset and flexographic costs for everything from newsprint to personnel, there was a virtual stampede to pick up copies of his six-page report.

A standing-room-only audience of nearly 1,000 crowded into the room to hear the flexo assessments from Might; Lorenzo Jorio, managing director of Il Gazzettino, Venice, Italy; Ralph S. Roth, vice president/production, Knight-Ridder Inc.; and J.A. (Andy) Riggs Jr., senior vice president/operations, The New York Times.

Might reported that since January, The Washington Post has printed part of its press run on an eight-unit Goss flexographic press, while using offset and letterpress presses as well.

Might compared the flexographic operation with offset runs, examining costs per ton for labor, materials, newsprint waste and electricity. Figures showed, for example, that newsprint waste for flexography was half that for offset. In all, his study determined that flexo was $14.24 cheaper than offset per ton of newsprint used. (See chart.)

He said the Post will continue its flexo research and development through the end of this year and perhaps longer.

Might, who began his talk by exclaiming "Flexo works!" nonetheless ended by saying: "As in the past, the Post is not partial to flexo or any other process. We will happily invest in whichever process has demonstrated the optimum quality and cost potential when that decision day arrives."

That decision was made 14 months ago for Il Gazzettino in Venice: It is now being printed on Cerutti flexo units, five for black-and-white pages and one for color.

"We print 1.2 million copies per week, so we have now produced more than 60 million copies via flexo," Jorio reported.

He said Il Gazzettino uses color frequently, both editorial and advertising. "We are very satisfied by our choice to change from letterpress to flexo, as we now have a more productive printing facility and an improved printed newspaper." Seven other Italian newspapers that have converted to flexography are also pleased with the reproduction they are getting, Jorio said.

Washington Post costs-per-ton summary, flexo vs. offset

	Flexo	Offset	Savings
Labor	$52.18	$59.86	$ 7.68
Materials	30.73	28.36	-2.37
Newsprint Waste	8.55	17.00	8.45
Electricity	1.14	1.62	.48
Total	$92.60	$106.84	$14.24

Knight-Ridder's Roth said that group's flagship Miami Herald has been used as a printing laboratory of sorts, using letterpress, offset, heat-set offset and flexographic presses. The Herald currently is adding two flexo units and a color half-deck to three letterpress presses, giving a total of four flexo units.

Knight-Ridder remains a large offset user, Roth pointed out, and while he is enthusiastic about flexo, he said it's "self-defeating for me to say flexo will ever supplant offset. Offset and flexo will coexist for many years. Each process has its advantages and disadvantages" [presstime, April 1986, p. 70].

But flexo can no longer be considered experimental, he added. "It's a practical, though still improving, newspaper printing method." Although top-grade offset currently is better than top-grade flexo, that may not hold true in the future as flexography matures, Roth said. Even now, he noted, newspapers printed flexographically have brighter and sharper colors, less show-through and virtually no ink rub-off.

Roth said each newspaper should decide which process best suits its operation and needs, adding: "Flexographic presses will certainly weigh heavily in future press purchases at Knight-Ridder."

However, Riggs of The New York Times said he believes the offset process offers two distinct advantages over flexo.

The first is quality. "As long as we're printing against rough newsprint in a very timely situation with deadlines . . . we are going to continue to try and optimize the quality on that very rough stock. The only way we're going to do it is with a soft (offset) blanket, not printing directly" by the flexo process, he said.

Dot reproduction is the second advantage Riggs sees with offset. He doesn't believe the same reproduction is possible with flexo's relief plates as can be achieved with offset plates, and, he said, offset plates can be produced faster.

In addition, Riggs asserted that full-fledged pagination—that is, computer-to-plate technology—will lend itself more readily to offset.

At the same time, the Times executive acknowledged that offset does have its disadvantages. He cited newsprint waste, the difficulty of maintaining the delicate printing balance between ink and water, and ink rub-off.

Offset users need to find a way to eliminate or at least reduce the incidence of those problems, Riggs said. He added that anilox rollers and keyless inking systems for offset presses might be the answer. ☐

Alan Tepper

A delegation of 112 visitors from Japan constituted the largest foreign contingent. All told, 691 people from 52 countries (other than the United States and Canada) on six continents attended the Conference & Exposition. In addition, more than 25 foreign firms exhibited equipement.

JULY 1986

presstime

The Journal of the American Newspaper Publishers Association

index 13

subject index
covering
six issues
from January
through
June 1986

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ANPA

Newspaper Executives Share Experiences In Plant-Expansion Programs

Practical advice about what to do—and what not to do—was the dominant feature of the workshop on "Facing Building Expansion."

Perhaps the most cogent comment came from Harold (Hal) J. Brown Jr. of the Atlanta Journal and Constitution, who advised: "If you can avoid building a new plant, do it," because such projects are "expensive and will tie up a lot of your key personnel with planning and construction management."

Other panelists were from The Boston Globe, which added a satellite plant; The Orlando Sentinel, which had one but closed it; and the Dallas Times Herald, which expanded on every inch of available land at its downtown plant.

The Globe's director of production, Donald T. O'Neill, advised: "If possible, contain your entire production operation in one location." He said a satellite plant should be built only if additional land is unavailable adjacent to the main plant.

It was for that reason—lack of land for such things as pressroom expansion and storage of newsprint and preprints—that the Globe decided to construct its satellite facility on a 30-acre site in Billerica, Mass., 30 miles northwest of the Boston plant. "We just had to expand," O'Neill said. "Since previous expansions had already put us wall-to-wall," the satellite plant was "the only option open to us."

One big disadvantage in having a satellite operation, O'Neill noted, is that it requires additional staffing: security guards, janitors, building service people and some more production supervisors.

But "the investment has really paid off," he said. Opened in December 1983, the 210,000-square-foot plant "is producing at far-greater-than-expected levels."

Other advantages of a satellite operation include improved access to some outlying distribution points and redundancy "should an emergency arise" at the other plant, he said.

Yet in Orlando, the Sentinel found that after a period of using a satellite plant to supplement main-plant operations, "you can go back again" to single-site production.

"We are a market-driven newspaper," said Production Manager W. Scott Sherman, and changes in the market dictated first the satellite plant and then the consolidation. Another factor was the rental arrangement for the Sentinel's downtown facility that the Tribune Co. of Chicago had with the newspaper's previous owner.

The satellite plant was opened in 1972 in an effort to keep pace with the rapidly developing suburbs of Seminole County. The energy crisis that began a year later devastated Orlando's tourist industry, and it greatly increased transportation costs for the newspaper's distribution. One result was that the Seminole plant 12 miles northwest of downtown was reduced to three-days-a-week operation.

On the other hand, rising energy prices in the Frost Belt "increased the flow of permanent residents" to the Orlando area. They settled on all sides of the central city and contributed to growing traffic congestion in many locations. That argued for a central production operation at the original downtown site, which is one block from the intersection of the two major highways feeding the metropolitan area.

In 1978, the Tribune Co. was able to acquire the land and newspaper building from the previous owner, and by the next year it bought most of the other property in the same block. An expanded, $38-million plant opened there in early 1982.

Proximity to the city's major transportation hub also was a prime factor in the Dallas Times Herald's decision to expand next to its downtown plant. Vice President/Operations Thomas E. Rice said the city's major north-south and east-west highways intersect three blocks from that location.

> *"If you can avoid building a new plant, do it," because projects are expensive and tie up key personnel.*

He warned that anyone facing a building project, whether in the city or in the suburbs, will end up as "a thorough advocate of Murphy's Law"—that whatever will go wrong will. As an example, he said that before excavation, the newspaper studiously checked with the city water department—but workers still hit a 24-inch water main located where one wasn't supposed to be. This sent a five-story-high stream of water into the air, causing "a lot of damage." Later, rainwater seeped from the excavated area into the pressroom of the original building, he reported.

Other problems included the hassle of shielding the new offset presses from the ink mist emanating from older letterpress units that were being gradually replaced; dealing with tight space situations during installation of the new presses and other equipment; and resorting to "remote inserting" at an auxiliary facility away from the main plant.

Additional insight was offered by Atlanta's Brown, as he described the process that led to construction of the Journal and Constitution's $78-million, 320,000-square-foot satellite plant, which recently opened on a 30-acre tract at Norcross, Ga., 19 miles northeast of downtown.

Among the more important questions to address, he said, are:

- Who will design the plant and will that company also build it? "You will probably be better protected if you hire an architect and engineering firm to design your plant, and then working with this architect and engineer contract with additional, unrelated contractors to build your plant. To have one firm both design and build your facility is much like having 'the fox look after the chicken house.'"
- Should a local architect be retained? "I would wholeheartedly recommend that you use a local architect if at all possible. . . . You need, virtually, day-to-day contact during the heavy design phases."
- Should the newspaper choose an architect with experience in designing other newspaper plants? "You will find that it is helpful . . . (but not) as helpful as you would like for it to be," because each newspaper's requirements are unique.
- Should the project be built by the "fast-track method" of clearing and grading—and even pouring foundations—before the design is finished? This will produce a completed building "faster than any other approach," which in a period of high inflation can yield cost savings. On the other hand, the "fast-track method" produces "a lot of engineering changes, almost by intent," and such changes can add to cost.

Brown, the newspapers' vice president/operations, also remarked: "Get yourself a hard hat and wear it at all times, because you are going to find there will be a lot of rocks thrown in your direction." ☐

Experts Advise on Dealing with Drugs in Workplace, Affirm That AIDS Is Not Transmitted on Job

The issues of "Drugs and AIDS in the Workplace" will continue to be important topics into the 1990s, said Dr. Howard R. Brown, medical director of The New York Times and moderator of a workshop of that title.

Discussing **drugs**, John T. Spran, vice president/employee relations of the Fort Lauderdale News and Sun-Sentinel, said his company began using drug screens in selecting new employees in February 1985. Other large companies in the South Florida area were screening, and the newspapers realized that if they did not, "we would soon be picking up the rejects from other companies," he said.

A urinalysis drug test is part of the preemployment physical. Current employees who are absent for more than 10 consecutive working days because of illness, injury or surgery are given a "return to work" examination that includes a drug screen. Employees with positive test results are counseled by an employee assistance specialist about available detoxification and assistance programs. After the employee returns to work, he or she receives a letter advising of possible future testing and warning that failure to pass a test may result in discharge.

A major objective of the Fort Lauderdale program is to make employees aware of the company's positive approach to alcohol and drug abuse, Spran said. As a result, "many of our employees voluntarily turn themselves in," and no disciplinary action is taken against them.

"Our employee assistance counseling program is the key to the success of this entire (drug and alcohol abuse) program," Spran said. Employees electing to enter a rehabilitation program usually commit themselves to an approximately 30-day program. The company's medical and disability plans pay the majority of the costs and the loss of compensation.

Since the program began last year, Spran said, 100 job applicants have been rejected—about 10 percent of those tested. Those rejected were of no particular group or job category but a cross-section of all applicants. Also, 12 employees have been discharged for drug- or alcohol-related problems, 10 have volunteered for rehabilitation, and 16 have attended rehabilitation programs. "This program has helped many of our employees put their lives back in order and helped many to go from marginal to outstanding performers," he said. "There are cases where, without question, people's lives have been saved."

In addition, Spran said the company has experienced "significant" productivity improvements. Lost-time accidents per 100 employees have been reduced from 4.20 in 1984 to 0.47 in 1985. Lost-time days and medical-plan costs also dropped.

Another panelist said that if a newspaper institutes a drug-screening program, it should do so "across the board." Dr. David Sohn, who heads a drug-testing laboratory and who also is a lawyer, said "you can't pick out groups" without the risk of violating Title VII of the 1964 Civil Rights Act or a state law prohibiting discrimination against the handicapped.

Sohn, director of Chromatography Inc. in Flushing, N.Y., also noted that employees have a right to retesting if they fail an examination.

In selecting a laboratory for testing, companies should pay a visit and get to know the people running it, Sohn said. Find out how long it has been in business. Ask how many tests are done a day and how long specimens are retained. "You want people who can help you in your program," Sohn said. "They should be able to go to court for you if need be."

Examining Chemco's direct platemaking system are (from left) Lockwood Phillips, associate publisher, and Vernon Thompson, production manager, of the Carteret County News-Times of Morehead City, N.C. Chemco representative John Bukowski is at right.

Another speaker, Stuart H. Bompey, a senior partner in the New York City law firm Baer Marks & Upham, cited several "mine fields" in the drug screening area. Generally, job applicants in the private sector "don't have many rights," but it is important to give notice that a drug test will be made, he said.

The confidentiality of test results is important and should be handled on a "need to know" basis with tight control in the human resources or medical department.

On the subject of **AIDS**, the director of the federal Centers for Disease Control in Atlanta told the workshop there has been no documented case of the disease being transmitted in the workplace. "The AIDS virus is not transmitted easily," said Dr. James O. Mason. "It's a behavioral disease."

The kind of contact that occurs between workers "does not pose a risk," Mason said. Only workers who handle blood need to take precautions, he said, and even then, "the risk to health-care workers is very low."

Looking to the future, Mason noted that the majority of cases "have been and will be in the working-age population." Also, he said, "We will see more cases inland away from the cities" that so far have had the highest rates of incidence.

AIDS also involves legal matters, lawyer Bompey observed. He said he disagreed, based on the current state of the law, with a recent Justice Department opinion that it would not necessarily be illegal to dismiss a person with AIDS because of concern of spreading the disease. He said decisions to date have held that workers refusing to work with an AIDS victim have no legal right to do so.

Only three states—California, Florida and Wisconsin—prohibit screening for the virus. But Bompey does not recommend screening job applicants even where it is permitted. "There is no value to it," he said. "It can only get you into trouble" by prompting lawsuits. He advised treating AIDS "as any other disability."

The most important thing, he said, is to educate employees and unions that the disease is not a threat in the workplace. ☐

PCs a Hit At Newspapers Despite Woes

John Harrington

Ruthig advocates the "departmental" computer approach.

Have personal computers evolved as a cure-all to many of newspapers' data-processing needs? Or have they wrought havoc? According to speakers at the workshop, "PCs—Panacea or Pandemonium?" the answer is some of both.

On the plus side, said C.S. (Skip) Wood, vice president/manufacturing of Suburban Communications Corp. of Livonia, Mich., personal computers have been useful in preparing financial reports, in estimating commercial job-printing costs, in figuring out such composing room questions as the average number of hours it took to build a page, and in better understanding work flow and staffing needs.

Peggy Thompson, director/technology and services of The Hearst Corp., noted that PCs can give "a lot more output for a lot less money." A PC-based editorial system, for example, can cost 60 percent of the cost of a comparable front-end system, she said.

But on the minus side, there can be "abysmal difficulties" with personal computers, Thompson said. Those include problems when various users decide their own formats, confusion over software options, undependable maintenance and work-flow bottlenecks.

Donald P. Ruthig, office systems analyst in the Los Angeles Times' advanced office systems group, observed there can be hardware compatibility problems in PC-based systems. "The self-proclaimed standard work station, the IBM PC, is by no means standard," he said. Another hangup is "lack of good network software" that is supposed to enable independent machines to transfer data efficiently.

One solution offered for these problems is to establish an in-house PC users group. Wood of Suburban Communications said such a group could discuss problems as well as opportunities. A newspaper's data-processing department can help bring order to PC use by establishing standards on such things as file names and sizes, he said.

Another solution could, in essence, curtail use of PCs. Ruthig advocated "departmental" computer schemes—using a front-end-like system with a central processor attached to a number of terminals, some of which are personal computers and some "dumb" terminals. Such a setup can help eliminate some of the problems of personal computing, Ruthig said, yet it captures the strengths of PCs, such as their ability to produce graphics.

Hearst's Thompson said it is important to lay down PC-related ground rules. Problems are "avoidable" because "when you install a PC, you're in control until you give that control away."

But she cautioned newspapers against making "the same mistake" that many made when buying larger computer systems: "paying too much attention to the box (hardware)," and not enough to what the organization's needs are and how the system can meet them.

Whatever the degree of PC "pandemonium," the speakers agreed that personal computers have worthwhile newspaper applications. PCs account for more than half of all the computing power in use today, Thompson said. "It's a growing trend, and we need to be in control of it," she said. □

Fun Run Again

At 7:30 a.m. on the second day of the five-day Conference & Exposition—well before the temperature climbed into the prevailing 90s—the fourth semi-annual presstime Fun Run got under way.

Winner in the men's division was John R. Kastner of J. R. Kastner & Co. of Owasso, Okla., who finished the two-mile course in 11 minutes and 24 seconds. Women's division winner with a time of 13:21 was Atex Inc. Product Manager Nancy S. Felton (at right, receiving plaque from presstime Advertising Manager Jonathan A. Reed). She also won last year at the OMCE in New Orleans. There were 150 participants. □

C. David Rambo

Hiring the Right Breed of Production Manager

Melvin P. Reid

Gary A. Kleinhenn

Newspapers entering the rapidly developing world of high technology should beware of hiring only engineering-oriented production managers, warned Melvin P. Reid, an industrial psychologist and newspaper consultant.

Managers, in fact, need to have the same time-tested leadership and management qualities they relied on in pre-high-tech days, he said.

Reid, president of Byron Harless, Reid and Associates Inc. of Jacksonville, was one of three speakers who addressed the opening General Session on "People and Management."

He listed 12 categories of characteristics that are generally common to successful production directors: energy and perseverance; practical judgment and common-sense reasoning; supervisory and managerial knowledge; mental alertness, intellectual capacity and formal education; analytical and critical thinking capability; assertiveness; optimism and ability to take pressure; interpersonal skills; persuasiveness; mechanical, scientific and technical bent; high aspiration and commitment to advancement; and job stability.

In evaluations of successful production managers at 35 newspapers of from 40,000 to 500,000 circulation, his firm found that 90 percent were above average in practical judgment and common-sense reasoning capabilities, and 95 percent displayed good mechanical and technical capability. High results were reported in most other categories as well.

"Worrisome findings," he said, included the fact that less than one-fifth had college degrees and only 15 percent reached the average range of a management norm in reading rate, rapid-reading comprehension and "the usual measurements of mental alertness or intellectual efficiency."

Despite these apparent shortcomings, successful production managers appear to compensate for them, Reid said. For instance, he noted, some with only modest supervisory skills compensate with increased energy, perseverance and long working hours.

He added: "Whatever the technical, scientific and electronics bent the production director of tomorrow must possess, it is still a fact that he must be a good manager. All of the 12 qualities and predictors will still be absolutely essential."

Some newspapers and colleges are taking the wrong direction, Reid said, when training people to manage today's computer- and electronics-based production systems. He cited the Rochester Institute of Technology's four-year training program for production managers, "which appears to be primarily for engineers, as best I can understand." Reid urged such programs to expand their high-tech course offerings and requirements.

In another presentation, Gary A. Kleinhenn described how the Detroit Free Press pioneered in the use of quality circles, a technique in which small groups of people from all levels of the workforce get together to discuss and solve problems.

Kleinhenn, manager of the newspaper's quality-circles effort, said a typical program consists of a group of six to eight people from the same work area. They meet regularly, perhaps an hour a week, to identify, analyze and solve problems.

Quality circles are increasingly important, he added, because the world of high tech isolates people and saps organizational strength. ☐

The Confusing Choices of Telecommunications

Many newspapers do not know what their telecommunications systems are costing them. And many jump into buying new systems without proper preparation, panelists said at the workshop on "Managing Telecommunications (It's More Than Just Phones)."

Frank J. Schoff Jr., director/telecommunications for the Tribune Co. of Chicago, stressed the importance of a "needs assessment" in light of the confusing array of choices confronting newspapers today [presstime, March 1986, p. 20].

Ten years ago, Schoff said, managers had to be concerned only with basic telephone service. Now, they must deal with databases, data switching, security systems, which PBX system to buy, and whether to use AT&T or another carrier.

And that's where the needs assessment comes in.

Before establishing a new telecommunications system, a newspaper should review its current operation, conduct an inventory of its equipment and project future costs with the existing system.

Schoff suggested that before acquiring a new system, a newspaper should define reasons for needing it, identify objectives, establish a telecommunications team to oversee the project, and determine the methods to attain the objective.

Things that do not work, he added, include listing predetermined needs based on the existing system; using the "Chinese-menu approach" (a little of this, a little of that); or the "anything goes" approach of giving everyone what they want.

A needs assessment is followed by the procurement process, said Robert R. Rowell, vice president/operations, of the Press-Telegram in Long Beach, Calif.

He said newspapers should send a "request for proposal" to telecommunications vendors. An RFP has four advantages: It formalizes your needs, it forces vendors to provide price quotations, it allows competitive bids to be played against each other, and it helps the newspaper select its equipment.

Another West Coast panelist, Carleta Vineys, manager/telecommunications of the San Francisco Newspaper Agency, said that by examining the costs of telephone calls made by the agency in the San Francisco area, she was able to add a trunk line and save $14,000 a month on the agency's telephone bill.

She said managers must know what circuits they have and which trunk lines are connected to the computer mainframes and to advertising and editorial departments.

Deborah S. Walker, ANPA telecommunications systems specialist, said newspapers should have an in-house telecommunications expert. But a recent ANPA survey showed few had one.

Minneapolis Star and Tribune Delegation Goes to Atlanta with a Mission

A lot of planning by vendors and programmers goes into the Conference & Exposition. Some newspapers sending people to the show do extensive planning, too, to avoid overlooking some new equipment that could dramatically improve their printing quality, or missing a workshop that offers new ways to reduce costs significantly.

At the Minneapolis Star and Tribune, which sent one of the largest delegations to Atlanta, planning for the event began months ago. The newspaper is building a 400,000-square-foot production facility and wants to equip it with the technology that best suits the needs there, said President and Publisher Roger Parkinson.

Many of the major decisions on equipment selection, including presses and mailroom machinery, were made following the 1985 Conference & Exposition in New Orleans. "We had even more people there (New Orleans)" than the 25 from 10 departments who were dispatched to Atlanta, Parkinson said.

According to Vice President and Business Manager Bruce Gensmer, all of this year's attendees are members of the interdepartmental "Pegasus Project Team" that is overseeing the Star and Tribune's transition to the new plant.

The major mission for those attending this year's show was to evaluate color-separation systems offered by five vendors. "We wanted to put them under the microscope," Gensmer said.

Earlier this year, the Star and Tribune's Color Committee—an offshoot of the Pegasus Project—devised a list of 43 questions to pose in Atlanta to the five manufacturers. Committee Co-chairman Timothy J. Bitney, assistant managing editor/graphics, said the questionnaire was designed to help the newspaper make an objective assessment of what each color system can do and at what cost.

The questionnaire was part of a briefing book that each member of the Star and Tribune delegation took to Atlanta.

Also long before the show, the delegation arranged with certain vendors for private demonstrations of equipment. In some cases, those demonstrations were conducted in the morning during pre-Exposition hours, but the Minneapolis group devised a schedule to assure that at least one staff member attended each of the 16 Conference programs that took place over three mornings. The sessions and the ever-present corridor talk enable newspaper people to "share information on who's doing what," Publisher Parkinson noted.

When not attending demonstrations or sessions, delegation members split up and visited booths of particular interest to their areas of responsibility. Leaving nothing to chance, they devoted some time to 11th-hour scrutiny of the pressroom and mailroom equipment that has already been ordered for the Star and Tribune's new plant, including Goss Headliner offset presses and Ferag inserters. "Everybody gets one last look together," said Business Manager Gensmer. "We want to make sure there's not something we've overlooked."

Michael Pugh

Jack McPhee, Midwest regional sales manager of Scitex, demonstrates color separation equipment for the delegation.

It's important, Parkinson said, "to get the people down (to the show) so they can see and get the feel of the new equipment."

The Minnesotans also tried to bone up on emerging technologies, such as the video-to-print process shown by Sony Inc. "We're not only concerned about what we're doing now," the publisher said. "We're also thinking about the future."

In the evenings, delegation members combined business with pleasure as guests of vendors at restaurants, receptions or hospitality suites. Christine A. Freeman, manager of text processing and a first-time participant in an ANPA trade show, said these informal gatherings also proved informative.

After spending their four or five busy days in Atlanta, the delegation members now are writing "after-action reports" to be shared with each other and with top management. Parkinson said a decision on which scanner to buy probably will be made by fall.

Once the new plant is in full operation, he said, the Star and Tribune will run four-color work each day. Currently operating at capacity on one offset and four DI-LITHO™ presses, the paper generally can accommodate four-color advertising and editorial photos only in the weekly food and Variety preprinted sections.

Business office personnel in the delegation estimated that it cost about $20,000 in transportation, hotel, meal and incidental expenses to send the big group to Atlanta.

Parkinson pointed out, however, that this amount pales alongside the $110 million being spent on the new plant and equipment. Also, he said, if the Star and Tribune's improved and expanded color capability can attract just one four-color national ad for a Sunday run, it will just about cover the cost of the delegation's Atlanta visit. ☐

Readers and Advertisers Want More, Better Color

JUNE 24
SESSION DAY

2

☐ Spotlight on color
☐ Separation and graphics
☐ 'No magic' to quality
☐ Mailroom efficiency

More than ever, newspapers must look good, be "compelling" to read and, overall, do the best job possible for readers and advertisers. Those needs were addressed in the General Session titled "The Quest for Quality."

Considering the messages of the speakers, the session could have been called, "The Quest for Good Color."

"It's clear that our readers and clients want more and better color," said Charles M. Kinsolving Jr., vice president for marketing/new technology of the Newspaper Advertising Bureau, which has designated color as a high priority. Advertisers, he said, "are moving to color as fast as you will let them."

Other speakers offered tips on selecting a newspaper color quality-control manager and gave status reports on the NAB's Future of Advertising Committee.

Examining trends in advertisers' use of color, Kinsolving reported that in 1983-85, full-run color in newspapers rose almost 8 percent, while part-run color was up more than 65 percent. Preprints, "which many advertisers use because of their color quality or because they can't get quality ROP color," were up 51 percent during that period, he said.

At the same time, full-run, black-and-white linage was down 5 percent for the three-year period, Kinsolving said.

But there are strong hindrances to advertisers' use of newspapers for color. One is that many advertising-agency executives have a low opinion of newspaper color, Kinsolving said. Another is that many ad executives are unaware that most dailies now even offer ROP full color. Details on these and other aspects of advertiser opinions are contained in a 1983 survey of 400 ad executives. Copies are available from NAB.

Alan Tepper

A first-ever series of color clinics sponsored by the Associated Press attracts steady stream of Conference-goers.

The findings serve as a basis for discussion at NAB seminars on quality color reproduction. More than 700 people from more than 100 newspapers in the South and West have attended those sessions, Kinsolving said. The next seminar will be July 14 at The Newspaper Center in Reston, Va.

NAB also is producing a video presentation that can be shown to advertisers to eliminate misconceptions about newspaper color.

A key factor in quality newspaper color is a quality-control manager who oversees color. Gene Bell, vice president/production director of the Chicago Tribune, said the person who fills that role need not have a strictly technical background.

"The quality assurance manager is responsible for formulating, recommending and managing the programs, standards and plans to assure the quality of the newspaper," he said. He or she should be a "people person" with good communications skills.

"It's not important that the individual possess a working knowledge of all aspects of newspaper production," Bell added. "What is important is that the person have the ability to learn the technology quickly and enjoy working with the various technical areas of newspaper production."

Bell said the Tribune has had success with individuals "from several different backgrounds."

A new tool for color quality control is the *Guide to Quality Newspaper Reproduction*, produced by the a task force of NAB's Future of Advertising Committee and ANPA's Technical Committee. Task Force Chairman Walter E. Mattson, president and chief operating officer of The New York Times Co., reported that demand has been so high that a second printing is planned [**presstime**, June 1986, p. 89].

With the guide under its belt, the task force has at least three other tasks on its agenda, the first two of which should be ready by the end of the year:

- An ANPA quality evaluation service, which will allow publishers "to see how their newspaper's reproduction stacks up when measured against objective criteria by the ANPA technical staff."
- A checklist for publishers tentatively called, "How to Monitor Your Newspaper's Reproduction Quality," which has been drafted for the task force by the Gannett Co.'s technical staff.
- A "complete production how-to manual for newspapers," which will set "quantifiable, measurable minimum

standards for each step of the newspaper production process." Plans call for the ANPA Technical Committee to produce the manual and release it one chapter at a time over the next few years.

All the work is in keeping with the Reproduction Task Force's goal of obtaining a "strong commitment on the part of every publisher to improving color quality," Mattson said. "Newspapers are unique among the visual media in not offering high-quality, uniform color to its audience and to its advertisers. Color is important to them, and it must be important to us."

Harold W. Andersen

Harold W. Andersen, chairman and publisher of the Omaha World-Herald Co. and Future of Advertising Committee chairman, outlined work of all 10 committee task forces [presstime, May 1986, p. 50]. The other nine task forces are addressing readership, standardization, alternate distribution, classifieds, sales structure, sales personnel, promotion and advertising, pricing and position, and market data.

Andersen said fragmentation of other media helps newspapers because they can report on all of society and include many diverse elements in their pages. "The daily newspaper is the one place that brings it all together."

But Andersen also emphasized that success "will be influenced in large measure by the performance of the executives assembled in this room today." He suggested this action: "Go home and ask your publisher whether he or she is familiar with the *Guide to Quality Newspaper Reproduction*. Ask if copies have been ordered by your newspaper for your own staff, for advertisers and advertising agencies. If the answer is negative or 'I don't know,' tell your publisher to 'get with it.' You might want to use more diplomatic language, but get the point across." ☐

Quality = Doing It Right the First Time

After listening to newspaper executives discourse for more than an hour on the subject of quality, a commercial printer gave the General Session some simple advice: "Do it right the first time."

But doing that is anything but simple, as James T. Sullivan, president of the Magazine Group of R.R. Donnelley & Sons of Chicago, made clear in his address that leaned heavily on business management and organizational theory.

"We're learning that quality cannot be inspected into a product," Sullivan said, noting that the "traditional orientation of quality control activities has been to inspect the product intensively in order to catch defects." Now it has become clear, he said, that "the only satisfactory way" to ensure quality is "to do it right the first time."

The cost of poor quality, Sullivan said, can easily reach 20 percent of sales when all quality-related expenses—such as spoilage, waste, product redesign, engineering, inspection, testing, supplier evaluation, process control, etc.—are included. And that does not take into account the cost of losing customers, he added.

Despite his assigned topic, "Commercial Printers Do It All the Time—and Better," Sullivan made no comparisons between the quality of commercial and newspaper printing. Instead, he described new management approaches to quality in general and the specific quality programs of his company—the largest commercial printer in the country.

Echoing a theme increasingly heard throughout the Conference, Sullivan paid particular importance to the "people" aspect in the quality equation.

Quality must be the concern of everyone in the organization, he said. The role of the quality professional "is shifting from that of an outsider or a kind of enforcer to one of a facilitator; one who educates, trains, communicates and generally supports the organization's efforts to establish a culture conducive to quality improvement."

A management model, which goes under many names but often is called "participatory management," has emerged as a "major force" in business and owes much of its origins to the search for quality, he said. Although often associated with Japanese management, it originated in this country.

The commitment to quality and the productivity gains that come with it are not hazard-free, Sullivan acknowledged. Employment security is one such hazard. "How far can you go in promising your people that improved productivity . . . will not result in job loss?"

Another hazard is the role of supervisors. "They will need to be abler, better educated, more flexible," he said, "but it's also true that if all this works, you will need fewer of them. So where do the promotions come from now?"

He offered no answers to the questions but said he believes they are "solvable." ☐

Michael Pugh

Upwards of 2,000 people packed the General Sessions.

Team Approach Urged for Good Color

Both the editorial and the production departments were represented at the workshop titled "Color Separation and Graphics: Perceptions and Prerogatives." It was clear that people in one sometimes view those in the other suspiciously.

Marvin Sussman of Newsday, who has worked on both sides, said this is so. Photojournalist Robert C. Holt III of the St. Louis Post-Dispatch agreed. A production executive, Kenneth K. Kniceley, acknowledged that the two sides "march to the beat of different drummers," but he said that at the Charleston, W.Va., newspapers, "we have excellent cooperation all through our plant. We don't have an adversary relationship with our editorial people at all."

Sussman said he spent 31 years as a photographer and chief photo editor, and during that time he firmly believed the production staff "was intent on destroying every photograph I took."

When promoted to quality assurance manager of the Long Island, N.Y., newspaper, Sussman officially crossed over to production. He said it was "more like standing with my left foot in a bucket of ice water while my right foot was in a bucket of boiling water—and expecting my belly button to be lukewarm."

The "'us' and 'them'" attitude that prevailed in the editorial department also existed in production, he learned. But as he went from person to person to learn the production end of the business, Sussman found that attitudes "changed quite a bit. Perceptions are not as hard. Prerogatives are more judicious. I like to think we are moving more toward . . . communication and teamwork."

Holt of the Post-Dispatch said that he usually introduces himself as "the enemy" when addressing production people. "There is a real schism in the newspaper field," said Holt, director of photographic technology.

Slowly, employees in the two departments are realizing that "we're all newspaper people," that all "want to put out a quality product" and that to do so, cooperation is essential.

For example, he said, photographers must be schooled in the production process—to learn about dot gain (see story, p. 76), to understand a color scanner's capabilities and limitations, and to realize that "we print on toilet paper." Once realizing the difficulties of achieving high quality reproduction on newsprint, they will be more careful about film selection, focus, lighting, exposure and other fundamentals of photography, he said.

In Charleston, a cross-training program that sends editorial and advertising personnel to the production department for a week's orientation has contributed to the cooperative spirit there, said Production Director Kniceley. There are also regular meetings of representatives from affected departments to discuss what went right, or wrong, in color-printing endeavors.

Color printing at The Charleston Gazette and Charleston Daily Mail began to take off in 1983 when they acquired a Royal Zenith scanner for what Kniceley said was less than $100,000. Currently, each is running an average of 25 color separations a week, plus another 10 for the combined Sunday edition.

Printing quality color can return a nice dividend. At the Charleston dailies, Kniceley said, income from color advertising has grown from $388,949 in 1982 to $649,482 last year.

In addition, the scanner has enabled the papers to pick up commercial work. Sending out letters of notification to about a dozen commercial printers but without advertising per se, they attracted $22,408 in outside color-separation work in 1984 and $31,231 last year, Kniceley said.

The fourth panelist represented a commercial printer that has extensive experience in the color field. William DeMarco, manager/pre-press and business development of Case-Hoyt Corp. in Rochester, asked rhetorically: "Why color?" The answer, he said, is simple: "Color sells." □

Pre-press Personnel Set Goals

Four production experts with 110 years of combined experience were featured at the workshop on "Pre-press Quality: Newsroom to Negative."

A newspaper production department is a service department that must work with other departments to establish "standard operating procedures," said Mark Mikolajczyk, production/operations manager for The Cincinnati Enquirer. This ensures that all steps of the pre-press process are understood and followed by all people involved in that stage of production, he said, adding: "It is the successful use of SOPs that has enabled USA Today to print consistently across the country, in Europe and in Asia."

In Cincinnati, Mikolajczyk noted, the art director and camera/plate manager meet on a weekly basis and discuss the quality of reproduction as it relates to the different photos and other artwork that have appeared in the paper. "Through these meetings, we are able to break down the brick walls that often are built when communicating only by telephone," he said.

On the same theme, another speaker noted that errors "are caused by bad communications." Francis Przybylek, production manager for The Times Journal Co. in Springfield, Va., said employees there have developed "an attitude toward quality," which has as much bearing on the product as craftsmanship. With "everyone" now responsible for quality, a quality control department that had been established there was disbanded.

Przybylek also noted that Times Journal production people attend editorial planning sessions, and that customer complaints are reviewed not only by management but by all members of the organization. "Employees know how much revenue is lost by mistakes," he said.

Michael Przybylek (brother of Francis Przybylek) addressed the topics of artwork variation and exposure systems used to control the quality of the film negatives used in the printing process. He noted that the "ideal goal" of controlling the specifications of incoming art from advertising agencies, photographers, artists and engravers is a difficult one to reach. "Each element of art is an individual component with certain reproduction characteristics, and each must be evaluated based on those characteristics to obtain the best possible reproduction," said Przybylek, night production director/ quality control for Florida Today in Cocoa, Fla.

Quality does not just happen—it is planned, noted Ian M. Pittendreigh, director of operations for The London (Ontario) Free Press. "I don't think it can be defined explicitly. I know it when I see it, and I know it when I don't see it."

To Get Quality, Break Puzzle Into Small Parts

The importance of setting standards, maintaining equipment, inspecting materials closely and having the right work atmosphere was emphasized in the "Print Quality" workshop.

Thomas J. Shafer, director of field operations of USA Today, said there is "no magic" in the high-quality reproduction of Gannett Co.'s national daily. It is, in fact, an "elementary" concept, he said: "Break the complexities down to the lowest level and build from there."

In their drive for quality printing, newspapers can establish such things as measurable quality levels and standards, quality control and quality review, Shafer said. After determining "what looks good," they can assign numbers that "establish ranges you can measure and print against," he added. The data should be compiled in a standard-operating-procedures manual, with sections on composing, camera, platemaking, press, postpress and computer operations.

Shafer also emphasized the need for feedback and regular product evaluation.

Richard Malone, pressroom manager of the Chicago Tribune, encouraged the audience to pay close attention to the upkeep of equipment. "There is a definite relationship between maintenance and good quality," he said. The maintenance program can increase efficiency, help to determine when new equipment purchases are cost-justifiable and assist in scheduling the work force.

A good place to begin is with paperwork, Malone said. Records should be kept concerning when a machine was purchased and from whom, the cost, options, replacement cost and serial number.

Added to that can be documentation of man-hours spent on the equipment, including such things as "emergency hours versus planned hours," and time between failures. The information can be put on a computer database, he noted.

Because materials play such a large role in the quality of the final product, it is imperative that they be closely monitored, said Paul T. Lynch, quality control manager of The Record in Hackensack, N.J.

"Quality is the key to customer acceptance, and an important factor is that quality requires raw material specifications and inspection—specifically for ink, paper and in offset application, chemicals as well," he observed. In addition, "compatibility of product material to mode of operation can reduce the pains so frequently experienced by many of us in a demanding, quick-pace production environment."

Robert L. Moyer, vice president/operations of Small Newspapers in Kankakee, Ill., agreed that high quality depends on standards, maintenance and good materials. But another important factor in the quality equation is "atmosphere—an attitude, a way of thinking and acting which demands quality." Its ingredients are top-management commitment, good production personnel, sound company policy, and good volume and productivity, he said.

"How do you know when you have it?" Moyer asked. "Well, here are some tests:

"1. When a rating report is posted and the entire crew wants to know how we scored.

"2. When we have a serious press problem, one that is going to cause us a schedule problem, the entire crew shows concern. . . . Everyone goes on double time without being asked.

"3. Crew members will use off-time to visit other operations or come in to see how a new piece of equipment or a repair job is coming along." ☐

Straightening 'the Kink in the Hose'

Any examination of mailroom efficiency begins with the quality of inserts newspapers receive from commercial printers, but diligence is required at each step of the way until newspapers are bundled up and out the door, the "Quality in the Mailroom" workshop was told.

Production Director Robert F. Murphy said his newspaper, The Record of Hackensack, N.J., instituted a mailroom quality-control program in March 1984. It addressed three key issues: the condition of the inserts received, the performance of the inserting crew and the performance of the equipment.

Murphy stressed the need to maintain equipment so that it functions at optimum efficiency. He also said it is important to conduct regular meetings with the staff to iron out any problems that arise.

The Record also has gotten good results, Murphy reported, from its program of recording—in writing and in photographs—the condition of the inserts when they are received.

The mailroom manager of the Houston Chronicle, Jim L. Davis, also addressed insert quality. Although newspapers have placed great emphasis on getting inserting machines to handle a variety of materials, the real problem often lies in the preprints themselves, he said.

The quality of preprints and their packaging is no less important to the newspaper production process than newsprint runability, Davis said. He noted that few, if any, newspapers would tolerate bad newsprint or plates, but that since the 1960s many have accepted badly packaged or poorly printed preprints because they wanted the advertising business.

Another problem is verifying the number of preprints received. Commercial printers should provide standard bundle sizes and accurate counts, he said.

Although Davis indicated overnight solutions are not likely, he expressed the belief that the problem of poorly packaged preprints can be solved eventually if there is more communication between commercial printers and newspapers. As it now stands, he said, the post-press area is "the kink in the hose" of daily newspaper production. (See story, p. 26.)

Another speaker, Jay G. Swardenski of The New York Times, said looking down the road and anticipating problems is important because it simplifies the execution of difficult tasks.

The distribution director said that between 9 a.m. Wednesday and 4:30 a.m. Saturday, the Times stuffs 1.8 million packages it calls the "Sunday combo," which includes several preprinted sections. "You, as the mailroom manager, have to be managing next week, the following week and the week after," he noted.

Swardenski said the Times has produced a booklet for advertisers describing size limitations, packaging restrictions, delivery procedures and other criteria for inserts.

Before the Times agrees to receive an insert, he said, someone on his staff contacts the advertiser to learn the printer's identity and then discusses with the printer such things as packaging and the delivery date. He acknowledged that this process takes time but said the effort is worth it to head off potential problems.

The Times also randomly samples its newspapers on newsstands to ensure that copies are complete. ☐

Total Pagination Not Here Yet, But It's on the Horizon

JUNE 25
SESSION DAY
3

☐ Pagination matures
☐ Delivering the Sunday edition
☐ Impact of laser printers
☐ Ad makeup systems

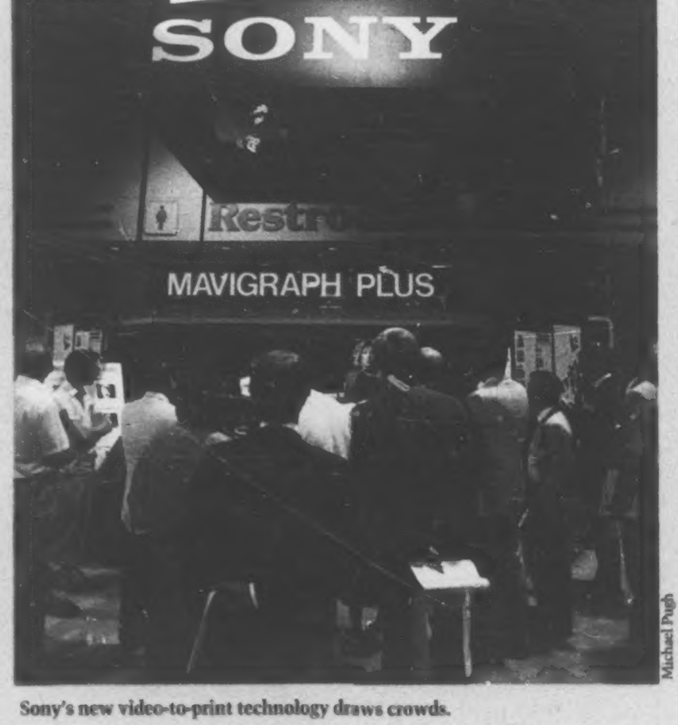
A total newspaper electronic pagination system, "completely integrated with all the pieces in place," will be available within the next three to seven years, a four-member panel estimated during the General Session on "Pagination: Where Do We Stand?"

The estimates ranged from three to five years by Larry Allison, senior vice president/editor of the Press-Telegram in Long Beach, Calif., to five to seven years by Eric Wolferman, executive editor of The Reporter in Lansdale, Pa. Both the Long Beach and Lansdale papers have pagination systems.

Robert R. Gilbert, assistant managing editor/systems and technology at The Miami Herald, said Knight-Ridder Inc. has a five-year plan to implement pagination "wherever feasible." There is still a question of how much money to commit, he said.

Asked whether newsrooms will have to change their operations to accommodate pagination, panelist James N. Longson, vice president/corporate development for Chicago Tribune Co., said the changes will be those that the newsroom itself chooses to make.

There are "still a lot of questions" whether the management of the system is a newsroom function or a production function, said Gilbert. Other panel members said that while editors will be responsible for the appearance of the product, they also will have production responsibilities. "Much of the responsibility must fall on the newsroom," Wolferman said. "The newspapers that will be the most successful will not think of it as a production function," he said, adding that a systems editor position may be necessary.



Michael Pugh

Sony's new video-to-print technology draws crowds.

Speaking on "Making Pagination Pay" in another part of the session, William R. Hogan, vice president and general manager of The Arizona Republic and The Phoenix Gazette, outlined the economic advantages. "When we reach complete pagination," he said, "we believe we can operate with 75 printers and about 48 platemakers. From today's levels, that represents a savings of $1.2 million per year." The Phoenix papers, which last year installed an Information International Inc. system, have found an editor can produce an average of four pages an hour by pagination.

Jonathan Seybold, president of Seybold Publications in Malibu, Calif., warned that whole-page makeup with full integration of text and graphics "is more difficult than most people anticipated." But the benefits of control, quality, timeliness, flexibility and elimination of the need for "dying craft skills" make it worth doing.

In discussing "Pagination Through Ad Makeup Systems," Seybold said that a newspaper has to develop its own system and cannot rely on others. "There is a lot of stuff coming you've got to plan for," he said. "The systems are not a one-time investment, it's an ongoing capital expense."

Seybold said that it is hard to cost-justify digitizing photographs unless they are for display advertisements. The prognosis for pagination, he said, is "slow progress," but many newspapers will have an immediate payoff with new display ad systems. "The fundamental problem is that we have no standards for a complete system," he said.

Capping the pagination discussion was Louis J. Franconeri, who, as chairman of the ANPA Electronic Photography/Graphics Task Force, said those systems could become "the next major future evolution" in newspaper technology [presstime, June 1986, p. 38].

Franconeri, vice president/operations of The Baltimore Sun, posed the question: "Assuming the ability to electronically download pages to almost any destination, why not explore the use of some sort of super electronic pulsing technology for transferring the image to the paper rather than the printing processes popular today?" ☐

Sunday Papers Cope with Pleasant Problems

There were two points that all the panelists agreed on in the workshop on "Getting Your Sunday Paper Out the Door and Delivered"—there is "no one answer to the problem" and "it's a wonderful problem to have."

After all, the problem is caused by the recent growth in popularity of the Sunday edition. Its elements, as enumerated by Frank M. Manzon, vice president/circulation of The Washington Post, are "increased advertising, more preprints, more zoning, growth in circulation and increased reader interest in the Sunday product." Not exactly the kinds of things newspapers want to discourage.

But with success comes problems. Benjamin Hayes, insert manager of the Times Publishing Co. in St. Petersburg, said that while the Sunday edition accounts for only 55 percent of the production hours for his insert department, "it accounts for about 80 percent of total planning and 95 percent of our headaches."

All the speakers described the printing schedules, mailroom equipment, inserting procedures and delivery schedules at their newspapers. Although most agreed that solutions have to be tailored to individual situations, one approach that seemed to attract support was to "decentralize" the operation as much as possible.

Its chief proponent was Donald A. Nizen, vice president/circulation of Knight-Ridder Inc., who said decentralization and the use of warehouses are "the most efficient and effective way" to handle the big Sunday paper with multiple inserts. "We just can't build mailrooms that can take [that load] and get them out," he said.

His position was endorsed after the session by ANPA Technical Committee Chairman Gene McDavid. "Nizen has the answer," said McDavid, vice president and general manager of the Houston Chronicle. "You've got to decentralize. . . . Just get the stuff out."

Nizen, who noted that the Sunday problem is almost exclusively limited to metro papers, cited The Miami Herald as an example of decentralization. "The inserts are inserted by mailers in a non-union environment and trucked on Thursday to 30 modern, air-conditioned warehouses where all the personnel are employees, either part-time or full-time, of the Herald."

After inserting, about 11,000 copies are distributed from each warehouse to home-delivery customers in the neighboring eight-to-10-mile area, Nizen said. "The employee adult carriers insert and deliver their own routes in their own vehicles and are paid $6 per hour and guaranteed 20 hours per week employment."

Advantages of a warehouse system, according to Nizen, include:

- Reductions in distance traveled, travel time, fleet size and staffing
- Greater flexibility to set priorities for the critical routes needing earlier papers
- Less congestion at the loading dock and mailroom
- A controlled atmosphere that lends itself to better supervision and also provides field offices
- Increased number of zoned products that can be distributed
- Easing of the problem of obtaining and keeping new drop stations.

Disadvantages, Nizen said, are start-up costs, the possibility some carriers may have to travel farther to the warehouses because of the reduction in drop points, and the fact that warehouses must be placed where availability permits.

At The Washington Post, Manzon said, the capacity problem came to a head in 1983 during a period of growth that caused the Sunday paper to balloon from primarily three main sections to a mostly four-section edition and finally to a five-section package.

Following a couple of "disastrous" Sunday delivery experiences, the Post took some short-term solutions that enabled it to get through the heavy fall 1985 season "without compromising our delivery standards." These included a 5½-pound "cap" on the size of the Sunday edition, later raised to 6¾ pounds; a compensation program, including increased inserting and carrier fees and an "oversized edition" premium to agents; and permission for carriers to deliver Sunday inserts on Saturday afternoons.

ANPA
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Michael Pugh

OMCE Arrangements Committee Chairman Joseph M. Ungaro (left) takes a break with ANPA Conference Director Peter P. Romano.

Currently, the Post is seeking longer-term solutions to its problems by examining plant expansion. Additionally, he said, the paper is starting to invest more resources in mailroom equipment.

"The future test for our circulation and production departments will be working together to replace bands, bags and twine with high-tech packaging methods used in other industries," he said.

In addition to studying plastic-wrapped packaging for all preprints, the Post has:

- Added 12 "hopper loaders" in the mailroom to feed preprints into inserter machines more efficiently
- Recommended automatic stacking machines or palletizers for the mailroom
- Begun consideration of other alternatives such as improved coordination of its three-plant operation for insert dispatch, redesign of agents' delivery vehicles to accommodate skid loading, and improved carrier delivery equipment such as carts, bags, tubes and racks.

But relying on equipment to solve the Sunday problem right away is not an approach Hayes of St. Petersburg thinks holds much promise. The lack of machine capacity "is the most frustrating obstacle to getting the Sunday paper out," he said, and it is the primary reason the paper is sent out in parts.

"The current technology of mailroom equipment is still somewhere in the Dark Ages," Hayes said. "Since we have a direct control over our staff, and little control over what machine is on the market, we decided to put our efforts toward managing the human resources."

The other panelist, George Martin Jr., senior vice president/circulation of The Denver Post, described how his paper handled the simultaneous addition of [illegible],000 Sunday subscribers. This came when the Post, through an agreement with a local cable TV company, began distributing the Sunday edition and a new TV/cable program guide to cable subscribers who had not previously subscribed to the paper [**presstime**, Sept. 1985, p. 46]. ☐

Automated Guided Vehicles for Newsprint Add to the Newspaper Lexicon

Another abbreviation has joined VDT, ROP and JOA in the nomenclature of newspapering: AGV. It stands for "automated guided vehicles."

As moderator James H. Norris explained at the workshop on "Newsprint Handling—Pulling for AGVs," these computerized vehicles are used to transport newsprint inside the newspaper plant. They have "captured the interest of production managers everywhere," said Norris, vice president of operations at Newsday, Long Island, N.Y.

The program featured representatives of four newspapers that are using or planning to use AGVs: the Fort Worth Star-Telegram, Minneapolis Star and Tribune, St. Petersburg Times and Evening Independent, and Helsingin Sanomat of Helsinki, Finland.

John F. Dennan said the Star-Telegram, whose new printing and distribution facility opened in May, is "the first newspaper in the United States with an operational, automated-guided-vehicle system for newsprint roll handling in a reelroom."

The technology operates on a computer-controlled guidance signal communicated either by a wire embedded in the floor or by FM-radio signals, said Dennan, director/quality assurance for the Fort Worth daily. The system there, manufactured by FMC Corp. of Colmar, Pa., employs the wire-embedded method.

> *Computerized AGVs have "captured the interest of production managers everywhere."*

According to Dennan, AGVs are more reliable and flexible than conventional conveyor systems, and they hold the promise of "significant savings in newsprint waste as a result of less damage and more effective handling" of the rolls. Capital costs for AGVs are comparable to those for older devices, he said, but the automated system requires substantial maintenance support from technicians.

The Star-Telegram's 10 battery-operated AGVs move newsprint from the warehouse to the stripping station (where wrappers are removed) and then directly to the reel stand or to a "laydown" area to await a signal to move to the press. They also remove newsprint waste and roll cores.

"We have every confidence," Dennan said, "that AGV systems have a place in our production operation and over time in newspapers across the country."

In Minneapolis, the Star and Tribune will use four fork-lift AGVs and 10 delivery AGVs in its new plant. (See story, p. 49.) Production Manager Curtis Bok said the system, manufactured by IDAB Inc. of Hialeah, Fla., will be operational next spring.

Bok advised newspapers considering AGVs for a new pressroom to spend a lot of time on design efficiency, because an "AGV unit costs more than all but the most expensive automobiles."

Workshop attendees also were briefed on older systems in use in Florida and in Finland.

Plant Manager Ralph E. Imhof said the St. Petersburg dailies have used four wire-guided AGVs made by S.I. Handling/Barrett since 1982, but the vehicles are manually operated for part of the journey. "We operate in the automatic mode in the warehouse loop but often find it easier to manually drive the trains through the rest of the facility," he said.

Some initial design flaws had to be corrected, Imhof added, mentioning that originally, "every time the train went around a turn, some rolls would roll off the carts."

To newspapers considering an AGV system, he recommended that they ascertain whether a manual system "would do an equivalent job at one-third the expense"; ask "what if" questions related to the cost of system modifications; involve their engineers and maintenance staff from the start; and insist on use of "common" parts that can be obtained from secondary sources.

The Finnish newspaper's 17-vehicle system, manufactured by Tellus-Carrago of Sweden, has been operational since late 1984. Jouko Nurmela, vice president/production of the newspaper's parent company, Sanoma Corp. of Helsinki, said there have been problems with malfunctioning radios and guiding wires in some vehicles, as well as computer-program errors.

Even so, he said, the paper has realized significant savings in maintenance and in less damage to reels by switching from a mechanical chain conveyor to AGVs.

Nurmela also listed these advantages AGVs have over older transport systems:

- They are safer.
- They allow more space in the reel room.
- They consume less energy. ☐

AD/SAT Delays Are Over, New Owner Says

The new owner of AD/SAT, the satellite delivery system for national advertising that had been delayed by lack of funding, offered assurances at the General Session that the project will succeed.

"We have invested some millions of dollars and will invest substantially more, to bring AD/SAT to the nation's newspapers and advertising agencies," said Roy Hodgson, president and chief executive officer of the U.S. Division of British Printing and Communications Corp.

BPCC is controlled by Pergamon Press Ltd., the private company of Robert Maxwell, a former member of British Parliament whose holdings include Mirror Group Newspapers, the largest newspaper group in Britain with combined press runs of 35 million copies weekly.

"The company has sales exceeding $1 billion and employs more than 26,000 people in 20 countries," Hodgson said. "Obviously, we do have the resources to support the AD/SAT business plan and bring satellite delivery of ads from agencies to newspapers quickly on stream."

BPCC purchased AD/SAT from The Robert Wold Co. of Los Angeles and Mitsui & Co. of Japan last spring [**presstime**, April 1986, p. 58].

Testing of the system is set for this fall. AD/SAT's aim is to be operating at newspapers in the top 100 markets within a year.

Output Vendors Welcome New Laser Printers

Low-resolution laser printers combined with personal computers aren't viewed as too much of a threat, representatives of several large typesetting firms said during a workshop on "Output Devices."

Nevertheless, there is a place for low-resolution laser printers in the newspaper business, primarily for proofing purposes, they agreed.

"Anyone buying a low quality or low resolution imaging device, I think, will soon realize its limitations," said Lou P. Tortora, director of marketing and product management for Allied Linotype Co. Such printers are "not going to do enough for you," he said. "You'll want to do more with it. You want something that addresses both needs, demand and higher quality."

Paul H. McGarrell, vice president of Volt Information Sciences/Autologic Inc., said his company "embraced" the 300-dot-per-inch, or low-resolution, laser printers. "We're never going to build one," he said, "but we're going to integrate them into our system and we're going to sell them. We think they have a definite place in the market. They produce, along with appropriate composition and fonts, a very high quality output. Most people in the newspaper industry will call it a proof, and there are people in the publishing industry who will call it a demand printer. But the 300-dot-per-inch printer is not going away. It has a definite place. I welcome it."

In the first part of the program, Tortora, McGarrell and two other vendors discussed the typesetting or imagesetting industry. In the second part, four newspaper executives questioned the suppliers.

The vendors made several suggestions for those in the market for imagesetting equipment.

"One of the most demanding business decisions you'll make is in the selection of an imaging device which helps you cost effectively integrate text and graphics matter onto plate, film and paper media," Tortora said.

"Your critical concerns in composition include design, element placement, type style and size, white space allocation . . . and graphic reproduction," Tortora said.

The choice between raster image processors and non-raster processsers should hinge on whether the publication is primarily interested in producing columns of text or whether there is a need for the integration of text and graphics, Tortora said.

RIPS with high resolution are "the only game in town" for the latter, he said. The next decision is of resolution. He said high resolution typesetters should be used for the integration of text and graphics; low resolution ones are fine for text proofs.

Brian Lacey, managing director of Monotype International, said when selecting an imagesetter a newspaper should consider speed, ease of operation, ability to interface with the paper's front-end system and size characteristics.

Stephen J. Dupree, marketing manager/newspaper systems division, Compugraphic, said there is something of a mismatch between many older front-end systems and some of the new typesetters. "A lot of you are wrestling with older generation front-end systems," he told the workshop. "Your current output devices may not be holding up well, and you need to replace them. Unfortunately, there are some very powerful output devices out there that your current front-end system can't take advantage of or utilize to the fullest." □

Ad Makeup Systems Give Newspapers A Boost

Several different approaches to installation of electronic advertising systems were discussed at the workshop on "Ad Makeup Systems—A Candid Look."

Terry E. Sturgeon, director of production of Booth Newspapers, said The Grand Rapids (Mich.) Press is producing its retail and classified display advertising on a Camex Breeze system.

But reaching that goal involved crossing some high hurdles, Sturgeon said.

First off, although the system "worked like a charm" at a previous ANPA Exposition and during another Camex demonstration, it was loaded with problems in the newspaper plant, he said. "I have concluded that most of our problems can be attributed to one thing: Our system was never integrated and tested as a system before it was shipped to us. We received individual components that had been individually tested and pronounced operational but never tested as a system."

Sturgeon said Camex now tests all systems as such before shipping, but he cautioned, "Be sure that it happens to your system before you allow your vendor to ship it to you."

In Toronto, The Globe and Mail decided to go with a "modular" approach that would allow it to purchase different components at different times from different vendors, said John Blaney, manager/information services. "As we evaluated systems on the market," he explained, "we discovered that all vendors had not only areas of strong expertise but areas where their knowledge was, to be polite, more apparent than real. We decided that the optimum solution would be to purchase each major subsystem directly from the vendor with the most realistic, cost-effective approach to the required technology."

After "several years of searching and several months of negotiation," The Globe and Mail bought a Harris 8300 pagination system, an Imagitex image processor and Monotype typesetter. Harris was given the responsibility of integrating the subsystems, Blaney said.

The approach has "worked very well. All vendors were conservative in their approach to the project," he reported. "Hardware and software development efforts were, for the most part, on time. There was and continues to be good cooperation between all three vendors—and no finger pointing when something goes wrong."

Michael L. Pearson, production manager/pre-press of the Chicago Tribune, said his company chose Xenotron Admaster work stations linked to a classified system manufactured by System Integrators. In a matter of weeks, he said, the system will have developed to the point that the Tribune will be doing all its display advertising composition electronically.

The Tribune also is about to hook up Xerox laser printers to its Monotype Lasercomp typesetters so that film will be used as the output product only when an ad is finally released and ready for printing. "All other output will be to plain paper proof. This will result in substantial film savings," he said.

"Solving the problem of display ad production is a big step toward complete pagination," Pearson noted. "Many of the lessons learned on this system will apply directly to any pagination system we choose to implement." □

Late News

Defeat for commercial speech

In a major defeat for commercial speech interests, the U.S. Supreme Court July 1 ruled that a Puerto Rican law prohibiting advertising of casino gambling aimed at the residents of Puerto Rico does not violate the First Amendment. In a 5-4 ruling in *Posadas de Puerto Rico Associates v. Tourism Co. of Puerto Rico,* the court said the law met a four-part test for determining the constitutionality of government restrictions on advertising [**presstime**, Jan. 1986, p. 35].

Some observers said the decision, which permits restrictions on the advertising of a legal activity, appeared to mean that advertising for such things as cigarettes legally could be banned. Legislation has been introduced in Congress that would prohibit advertising of all tobacco products.

"We were shocked at the apparent view of the Supreme Court's majority that the Constitution allows the government of Puerto Rico to prevent its citizens from receiving commercial information in their media about a lawful activity within that commonwealth," said ANPA Executive Vice President and General Manager Jerry W. Friedheim. ANPA had filed a friend-of-the court brief in the case, arguing that the Puerto Rican law was unconstitutional.

Friedheim said the Association agrees with dissenting justices that "it is wrong for the government 'to suppress commercial speech in order to deprive consumers of accurate information concerning lawful activity.' Because of the importance we attach to First Amendment freedoms for all our citizens, we will work actively to prevent enactment of any other restraints on the right of our people to exercise fully their First Amendment liberties."

As to whether the decision means that tobacco advertising can be banned, Friedheim said: "Not if First Amendment guarantees are properly recognized; but this 5-4 decision should give all Americans concern."

High standard for libel upheld

In a major victory for the press, the U.S. Supreme Court June 25 said a public figure libel plaintiff must provide "clear and convincing" evidence of actual malice in order to prevail over a libel defendant's motion for summary judgment, the same high standard as exists at trial. The 6-3 decision in *Anderson v. Liberty Lobby Inc.* overturns a ruling by the U.S. Court of Appeals, District of Columbia Circuit. (See story on Scalia appointment, p. 62.)

Pretrial hearings must be open

The press scored another victory before the U.S. Supreme Court June 30 when the court ruled 7-2 that pretrial criminal hearings must be open to the press and public unless it is found that a defendant's right to a fair trial will be "prejudiced by publicity" and there are no "reasonable alternatives" to closure. The case was *Press-Enterprise Co. v. The Superior Court of Riverside County, Calif.* [**presstime**, Jan. 1986, p. 35].

NNA opposes Preservation Act changes

The National Newspaper Association opposed a bill pending before the Senate Judiciary Committee to amend the Newspaper Preservation Act. (See story, p. 64.)

Printers settle in Sacramento

Printers involved in an eight-year-old labor dispute with The Sacramento Bee voted 31-28 June 22 to accept a $3.5 million settlement offered by the newspaper. The printers were not reinstated in the settlement [**presstime**, July 1985, p. 61].

Times Mirror sells Dallas daily

The purchaser of the Dallas Times Herald, William Dean Singleton, said he will keep the management team of the newspaper intact and will move his corporate headquarters to Dallas. The Times Mirror Co. of Los Angeles announced June 26 it had agreed to sell the Times Herald for $110 million. The buyers are Singleton, 34, who owns or controls 21 daily newspapers and 15 weeklies in six states; Richard B. Scudder, 73, a newspaper publisher from New Jersey; and John Buzzetta, 35, publisher of The Star Beacon in Ashtabula, Ohio.

Chicago Sun-Times changes hands

Two top executives of the newspaper are among a group of investors involved in the purchase of the Chicago Sun-Times from Rupert Murdoch. The price was $145 million, newspaper executives announced. The purchasers included Robert E. Page, Sun-Times president and publisher, and Executive Vice President Donald F. Piazza.

The Sun-Times, with daily circulation of 631,808, trails the Chicago Tribune in that category and in advertising. Murdoch, who acquired Chicago's WFLD-TV in 1985, had to sell either the newspaper or the TV station to comply with the Federal Communications Commission's cross-ownership regulations.

Newsprint price hike announced

Two Canadian newsprint companies said in late June they will raise the price of newsprint for their U.S. customers by $35 a metric ton as of Oct. 1. Consolidated-Bathurst Inc. made the first announcement June 23, followed three days later by MacMillan Bloedel Ltd. If it sticks, the increase will be the first since July 1984, when the list price went to $535 per ton.

Advo closer to being sold

The sale of Advo-System Inc. progressed in late June when John Blair & Co. signed a "definitive agreement" to sell a controlling portion of its direct-mail subsidiary to Warburg, Pincus Capital Partners.

Warburg, Pincus will buy 16 2/3-percent equity interest in Advo for $10 million, with rights to buy up to 28.5 percent of the firm. The remainder of Advo will be distributed to existing shareholders in the form of common stock.

The deal is subject either to purchase of Advo's parent firm, John Blair & Co., by Reliance Capital Group, or to termination of a purchase offer for Blair by Macfadden Holdings Inc. Reliance and Macfadden have been engaging in a bidding war for Blair. In late June, Reliance—which the Blair board of directors favored—had offered $31 a share for 7 million Blair shares, plus debentures for the rest. Macfadden had offered $32 per share for 7 million shares and junior preferred shares. (See earlier story, p. 71.)

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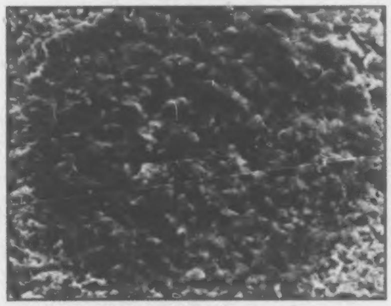

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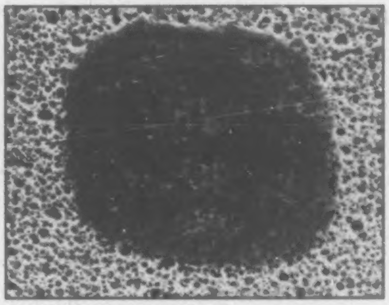

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THE BETTMANN ARCHIVE

"We must all hang together, or assuredly we shall all hang separately."

Benjamin Franklin, July 4, 1776

America's railroads and farmers always have had a special relationship, sometimes stormy, always interdependent. Railroads helped make the establishment of agricultural communities in the western states possible, but farmers came to fear the economic power of the railroads and became the driving force behind initial government rail regulation.

That early regulation was intended only as a means of curbing rate abuses. Over time, it became a controlling web that grew more and more pervasive, intruding in virtually every facet of railroad operation and, ultimately, restricting the railroads' ability to provide the services upon which farmers and other shippers depended.

Unable to adjust rates rapidly to meet changing business or competitive conditions and hampered even in decisions as to the use of equipment, rail service deteriorated and farmers suffered. Grain shipments rotted on the ground as rail car shortages became an annual occurrence.

By 1980, it was apparent that something had to be done. Congress recognized the need and passed the Staggers Rail Act, partially deregulating the rail system. This legislation allowed railroads to conduct business in an orderly, logical manner and to negotiate contracts with farmers and other shippers.

Now, after five years of partial deregulation, it's obvious that Staggers has provided real benefits both for railroads and farmers. During this five-year period, nationwide grain shipping rates declined by 26 percent. A study conducted jointly by the Department of Agriculture and Kansas State University found "...a significant decrease in rail rates in Kansas..." and called deregulation "...an important contributing factor in a market which made these decreases possible."

Deregulation is working for farmers as well as railroads and the timing couldn't be better because farmers currently need all the help they can get. Yet a few special interest shippers operating under the misnomer, Consumers United for Rail Equity (C.U.R.E.), have asked Congress to modify the Staggers Act: in effect, legislating a subsidy for their own industries to the disadvantage of farmers and other satisfied shippers.

The Association of American Railroads is prepared to provide journalists with more information on this subject, including rebuttals of the charges C.U.R.E. has made. These include charges that rail-dependent shippers are subsidizing those less dependent (the reverse is more accurate); that deregulation has allowed coal rates to rise too fast (they have risen much less since Staggers than before); and that the Interstate Commerce Commission is unwilling to protect "captive" shippers from unreasonably high rates (actually, the Commission just has adopted new rate guidelines that have been overwhelmingly endorsed by the nation's leading economists).

There's a story here, but you need facts, not assertions, to tell it properly. To get them, write: Media Information, Dept. 627,
Association of American Railroads,
50 F Street, N.W., Washington,
D.C. 20001. Or, if you're on
a deadline, call us at (202)
639-2550.

ASSOCIATION OF AMERICAN RAILROADS

COURTS

Press cool to Scalia nomination

Antonin Scalia

The nomination of 50-year-old Judge Antonin Scalia to the U.S. Supreme Court drew discouraging, though temperate, words from media-law experts.

The reason is that virtually without exception, Scalia's major First Amendment rulings have fallen against the media.

"Everybody involved in press law knows him to be exceedingly harsh on press-law issues," said libel expert Barbara Dill.

W. Terry Maguire, ANPA vice president/general counsel, said that after a review of more than 250 media-related cases in which Scalia played a part, "we can find very few in which Scalia ruled in our favor."

President Reagan announced Scalia's nomination June 17, coincident with his announcement that he is naming Justice William H. Rehnquist to succeed the retiring Warren E. Burger as chief justice. The appointments await Senate confirmation.

Grumbles also were heard within the media about Rehnquist's elevation, because he, too, consistently has come down against the press in First Amendment conflicts. But several experts said the 61-year-old Rehnquist's serving as chief justice is liable to have little if any impact on the court's status quo.

"It's not likely that it will make any significant difference to our concerns," Maguire said. Aside from Rehnquist's assuming power to make assignments for writing decisions, "He's already there and is more predictable than any other Supreme Court justice."

Most attention instead was centered on the record of Scalia, who serves on the U.S. Court of Appeals, District of Columbia Circuit. That record includes:

- Writing the decision in *Liberty Lobby v. Anderson*—a libel case now before the Supreme Court that, if allowed to stand, "could result in a lot more libel cases being filed," according to media lawyer Andrew A. Merdek of Washington—Scalia held, in part, that a public-figure libel defendant need not prove actual malice with "convincing clarity" when the court is considering a defendant's motion for summary judgment [**presstime**, Oct. 1985, p. 42].
- Playing a major role in the decision in *Tavoulareas v. The Washington Post*, in which the appeals court reinstated a jury's libel verdict against the newspaper. Media attorneys said the ruling cast a dark shadow over investigative reporting [**presstime**, May 1985, p. 40]. The Post appealed before the full appeals court, where the case is pending.
- Refusing access to documents in the court record related to the Tavoulareas case until the handing down of a judgment. The Reporters Committee for Freedom of the Press filed a motion to obtain access to discovery documents.
- Writing a sharply dissenting opinion in *Ollman v. Evans*, a libel case in which summary judgment was granted for columnists Rowland Evans and Robert Novak in a libel suit over an opinion article [**presstime**, Jan. 1985, p. 45].

Despite these and other instances, media law experts generally praise Scalia.

"He is a very bright man and a very lucid writer. He is an absolute tiger in oral argument," said Merdek. "He prepares very thoroughly, asks pointed questions and isn't afraid of speaking his mind."

Even those who have done battle against him tend to agree.

"Certainly, I wouldn't have chosen him because of his record," said Jane E. Kirtley, executive director of the Reporters Committee. But "he's a very bright, very intellectual, very capable judge, and I would hope that like others before him elevated to high positions, that he would be open to persuasion" from good arguments.

Others expressed hope that Scalia will be open-minded and flexible. But all acknowledged only time will tell. "My crystal ball is not in working order at this moment," Kirtley said.

—C. David Rambo

Ex-circulation manager guilty in Cookeville

A Tennessee Chancery Court on June 17 found the former circulation manager of the Herald-Citizen of Cookeville guilty of converting newsrack receipts to his own use. Chancellor Vernon Neal ordered Lee R. Hardin to reimburse Cookeville Newspaper Inc. $35,000 plus interest [**presstime**, July 1985, p. 54].

Neal also found Hardin had interfered with the newspaper's contractual relationship with 11 of its independent contract carriers—persuading them not to deliver newspapers on the day he was fired—and awarded Cookeville Newspapers $3,000 in actual damages and $2,500 in punitive damages. ☐

COURT BRIEFS

- A U.S. District Court jury June 4 found that Oregonian Publishing Co. of Portland **did not violate federal antitrust law** with its total-market-coverage program.

In a lawsuit filed in 1981, shopper publisher RFD Publications Inc. claimed that The Oregonian had engaged in predatory pricing [**presstime**, Jan. 1985, p. 8]. RFD said it will appeal.

- U.S. District Judge Lee R. West May 30 **struck down Oklahoma's ban on alcoholic beverage advertising**, saying the state applied the prohibition in an "arbitrary, capricious and irrational manner" in violation of the equal protection clause of the 14th Amendment.

Previously, West had ruled the ban did not violate the First Amendment [**presstime**, Nov. 1985, p. 42].

- In a unanimous decision, the U.S. Supreme Court June 2 upheld a lower court's ruling that a lawsuit could be brought against the city of Los Angeles by a cable-TV company that failed to receive a cable franchise for the city.

In so doing, the court said **activities of a cable-TV business "plainly implicate First Amendment interests."** However, it declined to decide whether the city violated the First Amendment rights of the cable company [**presstime**, Dec. 1985, p. 39].

FTC charges tobacco ad misleading

The Federal Trade Commission has charged R.J. Reynolds Tobacco Co. with misrepresenting in an advertisement the purpose and results of a major government study.

The 4-1 decision to issue an administrative complaint was in response to a petition filed in April 1985 by the Coalition on Smoking OR Health and its member organizations—the American Heart Association, the American Lung Association and the American Cancer Society.

Media attorney Floyd Abrams, who is representing Reynolds, said the ad, which was in the form of an "advertorial," is entitled to full protection under the First Amendment.

This case "raises the question of whether corporations that choose to speak out on public issues that affect them directly are to be relegated to second-class First Amendment protection when they do so," he said.

"The commission appears to be of the view that Reynolds' public-issue messages constitute commercial speech and are thus subject to regulation by the government. My view is that what Reynolds did was not to publish a cigarette ad but editorial commentary about cigarettes and science by a cigarette company, and so it is my view that it is wholly protected by the First Amendment."

Hearings are to begin before an administrative law judge July 28.

The ad, which ran in major newspapers and magazines in March and June 1985, took issue with a 10-year study funded by the National Institutes of Health.

The FTC said the ad, called "Of Cigarettes and Science," made three "false or misleading" assertions "directly or by implication" about the study.

The ad also "failed to disclose" that "men in the study who quit smoking had a significantly lower rate of coronary heart disease than men who continued to smoke" or that such a finding is "consistent with previous studies," said the complaint issued June 16.

The tobacco company called the ad "a fair and accurate commentary providing R.J. Reynolds Company's opinion on one aspect of a significant public controversy, the smoking and health issue." ☐

Hazpak smooths the way for hazard warning compliance

Hazpak, the manual prepared by ANPA to help newspapers comply with the federal "hazard communication" standard, generated a highly positive response, Richard W. Neergaard, manager/environmental services, said.

Newspapers and other businesses were required to be in compliance with the new standard by May 25. Developed by the Occupational Safety and Health Administration, it requires, among other things, that hazard warning labels must be carried on chemical product containers and that employees be trained to use hazardous chemicals safely in the workplace [presstime, May 1986, p. 60].

The Detroit News is among the newspapers that used ANPA's Hazpak to smooth the way to compliance, said Jack Delphy, assistant production manager and safety manager.

The manual was so complete, Delphy said, that when the state of Michigan enacted its own standards, he needed only to display a safety poster to meet them.

About 1,200 Detroit News employees, primarily in the engraving, press and janitorial departments, took the training. Managers received the training first and in turn trained people in their departments.

Delphy said he was pleased with the way Hazpak clearly explained various procedures required by the standard, from container labeling to keeping written records of chemical products used in the plant. The manual also outlined, step by step, how to develop a compliance plan.

"In addition to having to do it in order to comply with federal regulations, we feel it (Hazpak training) was a good way of keeping our employees well-informed. We got good positive feedback from them about the program," Delphy said. "We make safety a priority around here, and our people know we care about their safety and well-being."

In one recent example, the newspaper worked with a manufacturer to develop a less toxic fountain solution; in another case, an employee suggested the newspaper switch to a water soluble blanket wash for the presses.

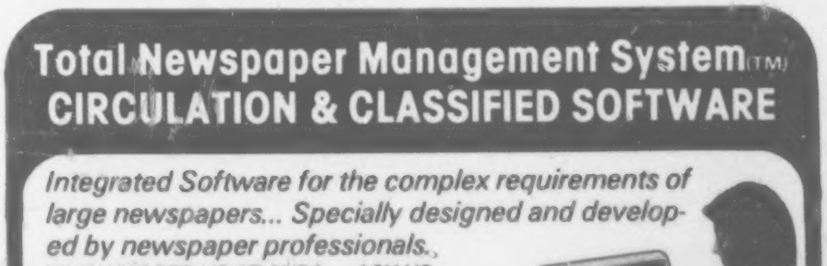
Because of past attention to environmental matters, Delphy said the News had little to correct in its use and storage of chemicals.

He plans to hold refresher courses on the subject, using an ANPA videotape.

ANPA's Neergaard said he believes OSHA has been pleased with the serious and expeditious manner in which newspapers approached compliance in particular and environmental issues in general.

"I've been with the Association seven years, and I've never gotten this kind of response before to one of our programs," Neergaard said.

One copy of Hazpak was sent to all member newspapers. Members purchased about 375 additional packages, and another 75 were sold to non-members. Orders still may be placed—$25 per copy for members, $100 for non-members—by contacting ANPA's environmental services staff at The Newspaper Center in Reston, Va. ☐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OMB approves VDT study

The Office of Management and Budget has approved a scaled-down government plan to study possible adverse effects on pregnancy from the use of video display terminals.

OMB had disapproved, under the Paperwork Reduction Act, an earlier study proposal from the National Institute for Occupational Safety and Health [presstime, Feb. 1986, p. 38].

NIOSH was given the go-ahead for the study on the condition that it eliminate questions related to stress and fertility, and that it obtain medical records to validate any reported pregnancy complications. A September 1987 deadline was set for data collection.

The study will focus on employees of BellSouth, the regional telephone operating company. "We will continue to cooperate fully in the study," said a spokeswoman for the Atlanta company.

An epidemiologist in the Cincinnati office of NIOSH said employee interviewing would begin this fall. Release of the study is about two years away, she said.

OMB's conditional approval came within a week after a hearing on the study by the Health and Safety Subcommittee of the House Committee on Education and Labor.

In another matter regarding video display terminals, an omnibus VDT bill in the Massachusetts Senate has been referred to that body's Ways and Means Committee.

ANPA opposes restrictions on photos from space

The federal government should not put any greater restrictions on news media use of pictures obtained by a "remote-sensing" device from outer space than if a news photographer were operating a camera on the ground.

ANPA made that argument May 30 in a letter to the federal National Oceanic and Atmospheric Administration, which is establishing licensing procedures for "remote-sensing" space systems. A remote-sensing space system uses electromagnetic waves to create an image of the Earth's surface.

Newspapers have purchased and published images produced by the remote-sensing process, ANPA noted in its comments.

Calls mount for JOA hearing

Two members of Congress from Michigan have added their voices to those calling for a public hearing by the Justice Department on the proposed joint operating arrangement between Detroit's two daily newspapers.

However, in their June 4 letter to Attorney General Edwin Meese III, Democratic Reps. John D. Dingell and William D. Ford took no position on the merits of the proposed JOA between The Detroit News and the Detroit Free Press. [See essay, p. 32.]

Among those also on record at the Justice Department in favor of a hearing are a group that includes Detroit Mayor Coleman A. Young, former Michigan Gov. William G. Milliken, former Free Press Executive Editor Kurt Luedtke, Suburban Communications Inc. Chairman Philip Power and Michigan AFL-CIO President Sam Fishman.

Meese will not make a decision on whether to order a hearing until August at the earliest.

Initial public comments on the plan were due at the Justice Department by June 30 [presstime, June 1986, p. 57]. The public will have until July 29 to reply to those comments.

LEGISLATION

Congress urged to remove 'ambiguities' from Newspaper Preservation Act

Fear of costly lawsuits is keeping newspapers that are parties to joint operating arrangements from engaging in such things as total-market-coverage programs and electronic publishing, a Senate committee was told.

At a June 10 hearing, a group of JOA publishers urged the Senate Judiciary Committee to approve a bill removing "ambiguities" from the Newspaper Preservation Act, the 1970 law that provides a limited antitrust exemption to newspapers that combine business functions to preserve two independent news and editorial voices [presstime, Aug. 1985, p. 16].

"We JOA publishers believe that the original Newspaper Preservation Act provides us the same legal rights as single owners to meet any competition, but there are those out there who do not agree and sometimes they sue," said John W. Gallivan, publisher of The Salt Lake Tribune. The Tribune is in a Salt Lake City JOA with The Deseret News.

However, a spokesman for Suburban Newspapers of America opposed the legislation, S 2314. "The end result of this bill would be to silence the editorial voice of the suburban newspaper industry," said Richard Aginian, president of Suburban Communication Corp. of Livonia, Mich.

Gallivan argued that the amendment is necessary because competitive factors in the newspaper business have changed in the 15 years since the act became law. Daily newspaper circulation penetration has dropped, bringing demands from advertisers for special ways to deliver advertising to up to 100 percent of the market, he said. Single owners of two newspapers have responded with TMC programs, but "the right of JOA newspapers to do the same is not clear."

Gallivan also said it is unclear whether JOA newspapers can become involved in electronic publishing, because the act defines a newspaper as a publication on newsprint.

Concern raised over possible FOIA delays

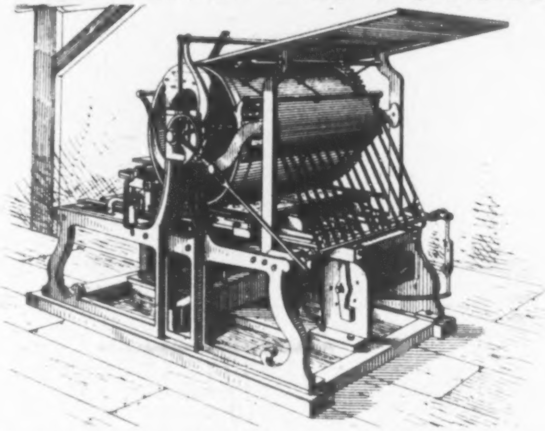
Two press organizations expressed concern that proposed new procedures on processing requests for business information under the Freedom of Information Act could result in long delays in release of information.

The remarks came at a June 5 congressional hearing by spokesmen for the Reporters Committee for Freedom of the Press and the Society of Professional Journalists, Sigma Delta Chi.

HR 4862 would allow businesses to mark information as confidential, oppose its disclosure and sue to block release under the same rules that apply to FOIA requestors.

In written comments to the House Information Subcommittee, ANPA said legislation is not necessary because agencies can accomplish by regulation much of what the bill would do. [See story, p. 22.]

Comes the Revolution!



Single impression cylinder press, circa 1845, with a flat form bed was a revolutionary innovation a century + ago.

Over 100 years ago, "cylinder" presses were indeed revolutionary. Today's revolution is downstream from the press, where publishers are installing automated processing systems to improve profits, and be ready for the competition, wherever it appears. And, automated processing is where FERAG excels. FERAG automated inserting, conveying and processing systems are utilized by publishers all over the globe.

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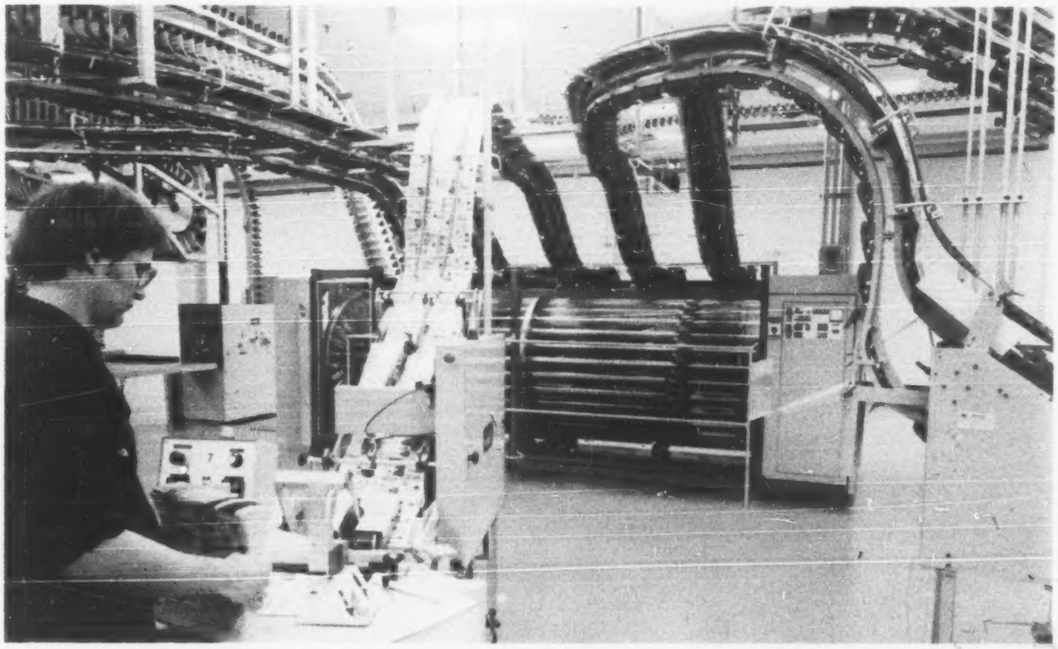

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FERAG

First in automated Processing Systems

First-, third-class service similarities again demonstrated by ANPA study

Once again, an ANPA-sponsored test of local mail speed has borne out the Association's claims regarding postal rates: that there is little difference in delivery time between first and third-class mail, although first-class is up to nine times more expensive.

"The significant difference in postage between these classes brought only one day faster delivery," the study concluded.

The test, carried out in April in four U.S. cities, showed that most first-class pieces arrived the day after being dropped off at the post office, and that most third-class pieces arrived the second day.

In two of the cities, there was almost no difference in service. There, at least 92 percent of *all* the mail took only one day to reach the destinations. Class and weight did not appear to affect delivery service "in any way," test officials said.

A previous ANPA mail speed survey also showed that most first- and third-class pieces arrived within two days [**presstime**, Aug. 1985, p. 38].

The test was conducted by the public relations firm Ruder Finn & Rotman in conjunction with local newspapers in the four cities: Oakland with The Tribune; Sherman, Texas, with the Sherman Democrat; Lawrence, Kan., with The Lawrence Daily Journal-World; and Madison, Wis., with the Wisconsin State Journal.

In each city, 12,000 pieces of mail were sent to 2,000 homes on U.S. Postal Service carrier routes selected generally by the newspapers from their subscriber lists. Each home was sent six pieces of mail: a regular first-class piece weighing 3.2 ounces; a regular first-class piece weighing less than one ounce; a first-class, carrier-route-presorted, or "CRP," piece weighing 3.2 ounces; a first-class, CRP piece weighing less than one ounce; a third-class, CRP piece weighing 3.2 ounces; and a third-class, CRP piece weighing less than one ounce.

Each mail piece contained a postage-paid return postcard on which recipients were asked to indicate the date of receipt. All told, 9,093, or 75.8 percent, of the reply cards were returned.

Cumulative responses indicated that:

- For first-class, 3.2-ounce pieces—93.2 percent were delivered the day after they were mailed; 97.4 percent were delivered by the second day and 98.2 percent by the third.
- For first-class, less than 1-ounce pieces—93.95 percent were received the first day, 97.2 by the second and 98.1 by the third.
- For first-class, CRP pieces weighing 3.2 ounces—94.3 percent were received the first day, 97.8 by the second and 98.26 by the third.
- For first-class, CRP pieces weighing less than 1 ounce—90.4 percent were received the first day, 97.4 percent the second and 98 percent the third.
- For third-class CRP pieces weighing 3.2 ounces—65.6 percent were received the first day, 96.4 percent by the second day and 99.2 by the third.
- For third-class CRP pieces weighing less than 1 ounce—61.8 percent arrived the first day, 90.3 percent the second and 91.8 percent the third. ☐

Rates test rebuffed

The U.S. Postal Rate Commission has rejected a Postal Service request to experiment with fourth-class, parcel-post rates. ANPA had said the plan might have negative implications for its fight for higher third-class rates.

Under the experiment, USPS would have tried changing its zone pricing structure for fourth-class packages to one based more on flat rates. It also would have had discretion to vary those fixed rates within certain ranges.

The commission supported the concept but said the proposed rate structure would not have covered costs.

In comments filed with postal authorities, ANPA said the proposal would encourage USPS to "abandon fair pricing to the detriment of competitors and the public."

The flexible nature of the proposed rates, the Association said, "suggests not only an invitation to abandon cost-based (or cost-avoided) pricing, but raises the specter of predatory pricing to reach desired ends." ☐

FOIA request to governors rejected

The secretary of the U.S. Postal Service Board of Governors has turned down a Freedom of Information Act request by ANPA for closed-meeting documents.

ANPA Assistant General Counsel Tonda F. Rush had asked for transcripts, minutes, notes and other documents relating to the governors' consideration of the last postal rate case.

Rush said the FOIA request was made not in an attempt to have the last rate case decision changed, but in an attempt to see previously undisclosed materials that led to the public decision by the governors.

David F. Harris, secretary to the governors, said materials in question are exempt from FOIA disclosure. ☐

POSTAL NOTES

- House and Senate conferees in June were debating whether to **restore a portion of a postal subsidy,** eliminated earlier this year, for mailing fewer than 5,000 copies of a second-class publication to counties adjoining the county where it is published. The rate was known as "limited circulation."

In acting on supplemental appropriations for fiscal 1986, the Senate June 6 approved a proposal by Sen. Ted Stevens (R-Alaska) to restore about two-thirds of the subsidy for newspapers mailed to subscribers in counties contiguous to the county of publication. The effect would be to lower postal bills for those newspaper deliveries.

The subsidy would not apply to mailings beyond adjoining counties [**presstime**, May 1986, p. 64].

- The U.S. Postal Service is continuing an investigation into its procurement process, spurred by the admission of a former postal governor, Peter E. Voss, that he committed **embezzlement and other crimes** against USPS.

Voss pleaded guilty to illegal gratuity and theft in schemes that included receiving money for influencing the selection of a company that makes mail sorting equipment and receiving payment for first-class airfare when he actually flew coach. Sentencing is scheduled July 24 in U.S. District Court, Washington, D.C.

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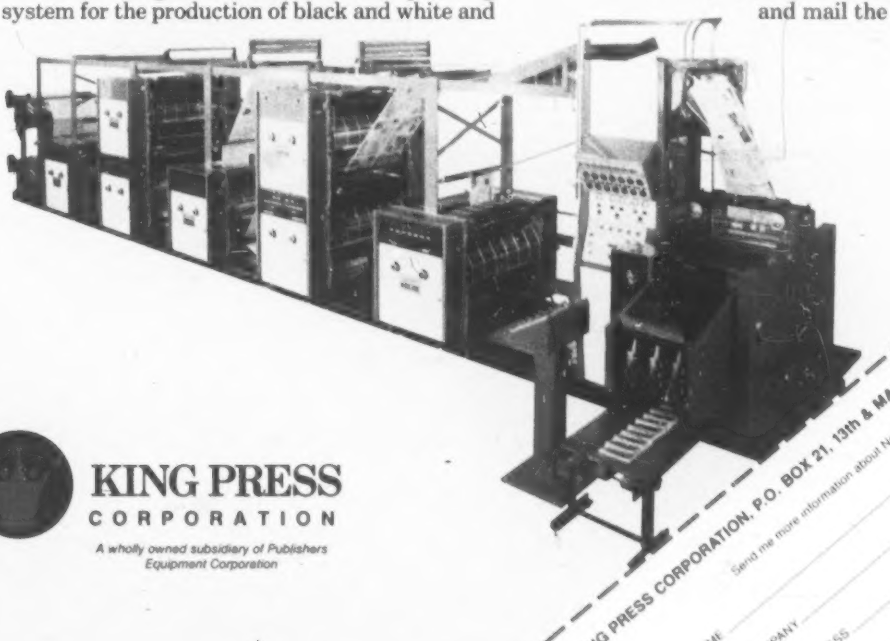

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Help sought for international journalism

Nalle (foreground) discusses Friendly fellowships program. Listening are (from left) Earl W. Foell of The Christian Science Monitor, Gary Sick of The Ford Foundation, Orin D. Parker of America-Mideast Educational & Training Services (partially seen behind Nalle) and Frank E. Ferrari, of The African-American Institute.

At an unprecedented meeting of representatives of 35 groups devoted to the improvement of international journalism, there was agreement that more mutual cooperation is needed. But as James D. Ewing, vice president and treasurer of the Center for Foreign Journalists, put it, there was also "frustration" about the form such cooperation should take. Ewing is publisher of The Keene (N.H.) Sentinel.

Acknowledging it is "too soon" to expect concrete results from the June 5 meeting called by CFJ at the American Press Institute in Reston, Va., the executive director of one program observed it was "a very constructive thing to get all those people together. . . . That in itself was worthwhile," said David Nalle of the Alfred Friendly Press Fellowships, which has placed 10-12 foreign journalists in five-month internships with U.S. media for the past three years.

The meeting was "a very valuable first step," said Paul V. Sherburne, executive director of the World Press Institute, which for 25 years has brought 10-15 foreign journalists to study and travel in the United States.

High on the list of common problems identified by most of the 44 participants was the lack of generally accepted methods of program evaluation, as more and more of them vie for similar sources of funds.

"A systematic evaluation does not exist," said Hewson A. Ryan, director of the Edward R. Murrow Center, an arm of the Fletcher School of Law and Diplomacy at Tufts University. Ryan also directs the three-year-old Journalism Exchange Program of the American Society of Newspaper Editors, which brings 12 foreign journalists to the United States for six weeks, including a month of work at U.S. newspapers.

Others noted additional areas for improvement.

Without good matching of journalists and host newspapers, programs are "frequently unsatisfactory or only marginally satisfactory," said K. Prescott Low, president and publisher of The Patriot Ledger in Quincy, Mass., who represented both ANPA and the International Federation of Newspaper Publishers at the meeting.

Several of those attending observed that small papers often provide more meaningful experiences for foreign journalists than do the large metropolitan dailies that are more likely to serve as hosts.

A recent CFJ survey shows that while applications by foreign journalists are running about 10 for every space available, more than half of the papers interested in such programs—"particularly in America's hinterlands"—said they have never been asked to participate.

Several people at the meeting noted that although experienced U.S. journalists have considerable expertise to offer their overseas counterparts, they are often unable to take time from their jobs to go abroad.

"The main thing we need is better-trained trainers," said J. Edward Murray, a past president of the American Society of Newspaper Editors, who has spent the past few years as an international training consultant, particularly for the World Press Freedom Committee.

Murray also stressed the need to include non-English speaking foreign journalists in training efforts abroad.

Others observed that to improve international news coverage, programs need to cut both ways.

"I am firmly convinced Americans need more education about Asia than vice versa," said Robert Hewitt, curator of the Jefferson Fellowships at the East-West Center in Honolulu, which are aimed primarily at "gatekeepers" or editors rather than reporters.

Another recent CFJ survey shows that in 1985 more than four times as many foreign journalists visited the United States than vice versa—4,483, compared with 1,003 U.S. journalists sent abroad.

In addition, some participants said that most existing training programs do not address the equipment needs of Third World media, nor do they place enough emphasis on broadcasting, particularly radio.

One thing that was not perceived as a problem was duplication of efforts by different entities. "This is a field where duplication is a virtue, not a sin," said Dana Bullen, executive director of the World Press Freedom Committee.

Just recently, the center published a 187-page directory of education, training, fellowship and intern programs for journalists, listing more than 350 programs in 70 countries.

The only comprehensive directory of such programs worldwide, it is essentially an update of the List of Talloires compiled in 1983 by CFJ Executive Director George Krimsky while he was editor of world services for the Associated Press [**presstime**, Aug. 1985, p. 32].

For copies, contact CFJ, 11690 Sunrise Valley Drive, Reston, Va. 22091; (703) 620-5984. Single copies are free except for $2 for postage and handling. There will be a nominal charge for bulk orders. ☐

Study shows more states adopting laws requiring access

BY GUIDO H. STEMPEL III

Freedom of information usually is viewed as a national problem, but it is a local problem too. The specific issue is how much access state laws mandate for media and the public to meetings of local public bodies.

Sharon Hartin Iorio, instructor in journalism at Oklahoma State University, reports that laws provide more openness in local government now than they did in 1974. The most striking finding is that while only 14 states in that year declared that actions taken in secret meetings were void, 37 states now have laws to that effect.

She also reports that the number of states that require open meetings of legislative committees has risen from 22 to 33. And all 50 states now have laws providing that meetings of county and local agencies and elected public bodies must be open.

Guido H. Stempel III

Looking at 11 aspects of openness, she found that Tennessee was the only state that provided all 11 by law. If you want to know how your state's laws stack up, you can find out by looking at her article, "How State Open Meeting Laws Now Compare with Those of 1974" in the Winter 1985 Journalism Quarterly.

• • •

What's the least readable part of most news stories? According to Harry Stapler, assistant professor of journalism at the University of Florida, it's the lead.

Stapler looked at sentence length in staff-written stories in 12 major metropolitan newspapers. He determined the sentence length in the first four paragraphs in 30 stories in each newspaper.

He found that for all the newspapers studied, the lead paragraphs were longer than the next three paragraphs. The average was 26.1 words per sentence for leads, which was 4.4 words more than the average for sentences in the other paragraphs. Readability experts say that leads averaging that many words per sentence are too difficult for the great majority of readers. It might help you understand the issue to know that the average sentence length for this column is 18.5 words.

Why are the sentences in leads so long? Stapler's answer comes as no surprise. It's because most leads have only one sentence. Nearly 84 percent of the leads he analyzed were only one sentence. In contrast, only 45.9 percent of the second, third and fourth paragraphs had only one sentence. Lead writers obviously are striving to keep the lead one sentence and are putting too much into that sentence.

It would thus seem that the part of the story we count on to attract readers is in fact the most difficult part. Our leads may be driving readers away.

Stapler's study is reported in the Winter 1985 issue of the Newspaper Research Journal.

• • •

If you're as old as I am, you may recall that in World War II we didn't find out the details of what happened at Pearl Harbor for more than a year. We didn't call it news management then because the term hadn't been invented. Besides, it was done so skillfully that we didn't always notice.

How President Franklin D. Roosevelt managed the news of World War II is explained in "News of the 'Good War': World War II News Management" in the Winter 1985 Journalism Quarterly. The author is Richard W. Steele, a history faculty member at San Diego State University.

Steele tells how military strategy was adjusted in the interest of producing favorable public opinion and how military censorship kept certain things from the public. He describes the operation of the Office of Censorship, which used coercion more than outright censorship.

Those of you who don't remember World War II may wonder why we should worry about this piece of history now. Grenada suggests why. The efforts of the Roosevelt administration provide all too convenient a model that could be applied in a current conflict. ☐

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

Dole bill would transfer purview from Greene

ANPA opposes a bill introduced in the Senate to transfer jurisdiction over the AT&T consent decree from U.S. District Judge Harold H. Greene to the Federal Communications Commission.

The Association said the bill, as written, could result in a deterioration of the "diversity principle"—the basis for the consent decree's prohibiting AT&T (at least until 1989) and local phone companies (indefinitely) from providing electronic information services.

"We will oppose the legislation unless it is amended to embody the diversity principle," said ANPA Executive Vice President Jerry W. Friedheim.

The diversity principle maintains that a telephone company providing monopoly telephone service also should not control information flowing over those facilities.

The administration-backed bill, S 2565, was introduced June 18 by Senate Majority Leader Robert J. Dole (R-Kan.).

Judge Greene, who presided over the AT&T breakup, rules on waiver requests of the Bell operating companies that want to expand into new business areas.

ANPA Vice President/General Counsel W. Terry Maguire said the Association believes that "if the FCC were given authority to lift the information services prohibition (affecting the BOCs) that now exists in the decree, it would do so."

In a statement, Dole acknowledged ANPA's concerns but stopped short of endorsing the Association's position. "To get the bill passed, I believe we may have to specifically address the limitations on electronic publishing as they apply to the BOCs," Dole said.

He also said he would favor a narrower definition of "electronic publishing" than is in the decree, something Maguire labeled as "totally unacceptable." ☐

Video kiosks closed

Cowles Media Co. dropped its public-access videotex service June 20 because advertising did not generate sufficient operating revenue. The service consisted of 20 kiosks in downtown Minneapolis [presstime, Nov. 1985, p. 46].

ACEJMC restructuring plan studied; Allied to conduct independent J-school review

A plan to restructure radically the organization that accredits U.S. journalism schools is being circulated among organizations of journalism professionals, educators and accredited schools.

The proposal addresses criticism, most recently from broadcast interests, that the newspaper business is over-represented on the Accrediting Council on Education in Journalism and Mass Communications. As currently constituted, 10 of the 20 professional organizations that belong to ACEJMC are newspaper-oriented.

Meanwhile, Allied Daily Newspapers has decided to do its own evaluating of journalism schools. Ted M. Natt, president of the regional organization for newspapers in the Pacific Northwest, said it is not Allied's intention to compete with ACEJMC as an accrediting agency. "But we can sure take a look at the faculty and program and say 'We think this is a good one,' or 'This one's not worth a hoot,' from our perspective as newspaper people," said Natt, editor and publisher of The Daily News of Longview, Wash.

The proposal to reorganize ACEJMC would reduce the size of the council from 35 members to 13—five professionals, five educators, two public members and a president elected at large. One educator and one professional would be chosen to serve on the council by each of five "Professional Accrediting Committees."

These new committees would represent segments of the communications industry: newspapers, broadcasting, advertising, public relations, and magazines/photojournalism.

The committees would be responsible for evaluating how well schools seeking accreditation are preparing students for their fields by examining the appropriate sequences of study. The council would look at the school or "unit" as a whole and make the final decision on whether it should be accredited.

The council intends to act on the plan at a meeting Oct. 19. If approved, it would take effect in September 1987.

The plan also would set up a fee structure for membership in the accrediting committees. National professional organizations with annual budgets of at least $500,000 would pay a yearly fee of $5,000. Smaller national professional groups and regional ones would pay $2,500.

The two national educator groups that are ACEJMC members—the Association for Education in Journalism and Mass Communication, and the Association of Schools of Journalism and Mass Communication—each would pay $4,000. The two specialty educator groups that belong to ACEJMC—the Broadcast Education Association and the American Academy of Advertising—each would pay $2,000.

Membership would entitle a professional organization to one seat on an accrediting committee. Once it was known how many professional members each committee would have, the educator groups would provide an equal number of educators. Currently, each professional member organization has a single seat on the council, there is no fee structure and membership contributions are voluntary.

Under the plan, yearly dues paid by accredited schools would rise to $300 from $200.

The proposal was drafted at a meeting June 8-9 in Minneapolis by a committee chaired by ACEJMC President-elect John M. Lavine, editor/publisher of the Lavine Newspaper Group of Chippewa Falls, Wis. Lavine, who represents Inland Daily Press Association on the council, said he believes that professional organizations, once they understand the plan, will be "very supportive."

A restructuring plan advanced last year by a predecessor committee, which called for reduction of voting membership of newspaper organizations, was withdrawn after newspaper industry protests.

ANPA Executive Vice President Jerry W. Friedheim put the support of the Association behind the new plan. "I think this will be an effective restructuring of ACEJMC," he said. "We'd like to see it implemented as soon as possible. ANPA looks forward to working with a streamlined, vigorous council."

Outgoing ACEJMC President Joseph W. Shoquist also praised the plan. "I think it's the kind of solution we've been looking for," said Shoquist, dean of the College of Journalism at the University of South Carolina and until recently managing editor-special projects of The Milwaukee Journal.

"It does not deprive present or any other would-be interested organization from active, lively participation in the council's affairs," he said. He added that restructuring would make the council more numerically representative of the various media segments.

At ACEJMC's semiannual meeting in April, Shoquist appointed the Lavine committee and directed it to come up with a plan for "proportionate" representation [**presstime**, June 1986, p. 72].

The committee's proposal will be discussed at the Aug. 3-6 convention of the journalism educators' organization, AEJMC, by a panel moderated by Judith D. Hines, vice president and director of ANPA Foundation.

The related action by Allied Daily Newspapers came at its annual meeting in May in Portland, Ore. Allied established a committee to write criteria for rating journalism schools, and that report will be presented at a meeting of the organization Sept. 26 in Missoula, Mont. The committee is headed by James E. Shelledy, editor/publisher of the Idahonian of Moscow, Idaho, and of the Daily News of Pullman, Wash.

"One of the concerns is that increasingly, schools and departments of communications are becoming dominated by pure academic researchers who have more background in the theory and research side than they do in the practicing, professional side of things," said Allied President Natt. —*Margaret Genovese*

NIE Week participation sets a record

A record number of U.S. daily newspapers participated in Newspaper in Education Week this year, according to a survey conducted by ANPA Foundation. The total of 503 was about 100 above that for the 1985 observance.

The survey also found that during NIE Week last March, these newspapers distributed more than 3 million copies to more than 30,000 schools [**presstime**, March 1986, p. 49].

The survey showed 60 percent of the participating newspapers held workshops for teachers to explain how to use the newspaper as a teaching tool, and 38 governors issued proclamations commemorating the event in their states.

Preparations have begun for the fifth annual NIE Week, which will be observed March 2-6, 1987.

Correct use of the phone can ring up more sales

The phone rings in a real estate office:

"Hello. Brown and Sons Realty, Chris Rogers speaking."

"Hello, I'm calling about a four-bedroom house you advertised for sale in yesterday's paper. The one with the swimming pool."

"Sorry, that house has been sold."

"Oh. OK, thank you. G'bye." (CLICK!)

BY CRAIG C. STANDEN

Phone calls like that take place by the thousands every day. They represent a problem that costs real estate agencies millions of dollars in lost sales every week.

They also are a problem for newspapers, because calls like these make newspaper advertising look far less effective than it really is.

The Newspaper Advertising Bureau's classified department has come up with a solution. It helps you help your real estate advertisers turn more of their phone inquiries into appointments to show houses, and thus increase their sales. It improves your relationships with real estate advertisers because you're doing them an important service.

The solution is called "House Calls."

The program began last October when Syracuse Newspapers Inc. asked our classified department if we could help it help a local real estate broker with a telemarketing problem: The broker was getting plenty of responses from his classified ads but was losing hot prospects because his people didn't seem to be able to convert enough of the calls into appointments.

Tony Marsella, NAB vice president for real estate classified, and Kitty Vance, vice president for telemarketing, worked out a 45-minute program to teach the basic skills of converting inquiry calls generated by newspaper ads into appointments to show houses. They placed the emphasis on making the appointment, with no attempt to sell the prospect during the initial call.

The program worked so well that Tony and Kitty felt the same idea could be successful on a much wider scale with a "train the trainer" approach—in which they could train newspaper staff members to conduct the training sessions for real estate agents.

They developed the idea into a two-hour workshop and then tested it with a group of classified staff members from eight newspapers in the New York/New Jersey area. And after a few further refinements, the first two "House Calls" regional workshops were held May 7 in Chicago and May 14 in Atlanta. Attendance was good, the response was enthusiastic, and first reports indicate that the idea is working.

To cite just one example, Roanoke (Va.) Times & World-News staffers held two workshops for real estate personnel within two weeks of attending "House Calls." After the second, the local Board of Realtors asked the Times & World-News to set up a program under the board's sponsorship!

After a newspaper's classified staffers have attended the NAB workshop, they are fully prepared to teach real estate sales associates how to develop a pleasant, positive telephone manner, how to stay in control of the conversation, how to set up an appointment and confirm it with a call-back—and they'll be able to motivate the real estate people.

They'll also be able to train other classified staff members as trainers. And I can't help feeling that all this emphasis on good telemarketing techniques will also improve the sales effectiveness of the classified sales staff, too.

Each newspaper person who attends a "House Calls" workshop receives an instructor's workbook to use while conducting his or her own training sessions plus 50 text/workbooks for real estate associates, which can be used by them on the job after they've been trained.

I believe "House Calls" is an idea that can produce positive results for almost any paper with significant volume in real estate classified. We've scheduled 10 additional regional workshops this year, starting July 15, in Los Angeles, San Francisco, Boston, New York, Dallas/Fort Worth, Houston, Pittsburgh, Fort Lauderdale, Denver and Phoenix.

For more information about "House Calls," contact either Kitty Vance at (212) 704-4513 or Tony Marsella at (212) 704-4516. □

Standen, president of the Newspaper Advertising Bureau in New York City, is a regular contributor to presstime.

Blair bidding continues

The bidding "war" for John Blair & Co. escalated in June, with Macfadden Holdings Inc. raising its offer from $25 to $30 per share for 88 percent of Blair. Macfadden already owns the remaining 12 percent.

Blair's board of directors previously accepted another purchase offer of $27 per share for 70 percent of the firm. That bid came from Reliance Capital Group, a New York limited partnership that owns Spanish-language television station KVEA in Los Angeles. However, there was speculation that Reliance would increase its offer in light of the Macfadden development.

Under the Reliance deal, Blair first would sell a controlling interest in its Advo-System Inc. subsidiary to Warburg, Pincus Capital Partners, another New York limited partnership. Remaining equity in the direct-mail subsidiary would be distributed to Blair shareholders [presstime, June 1986, p. 60.].

Under the Macfadden deal, Blair would not sell Advo. In fact, Macfadden has tried to stop the Advo sale to Warburg, Pincus in a lawsuit filed in Delaware Chancery Court. Macfadden said it would receive Advo as part of the Blair acquisition and then sell the direct-mail operation to a third party.

Blair has vowed to fight the Macfadden lawsuit.

Jack W. Fritz, Blair's president and chief executive officer, said Blair is "very pleased" with the Reliance offer because it "provides our shareholders with an attractive transaction, and also enables shareholders to benefit from the prospective Advo distribution. These two transactions will provide our shareholders superior value to the highly conditional offer" of Macfadden Holdings. □

Future of Advertising issues new booklet

The Newspaper Advertising Bureau's Future of Advertising Committee has issued a guide for newspaper executives titled "Readers: How to Gain and Retain Them."

One free copy is being sent to each ANPA and NAB member. Extra copies are available from the NAB Creative Department, 1180 Avenue of the Americas, New York, N.Y. 10036; (212) 921-5080, ext. 397. Cost is $5 each plus postage. □

OSHA to focus on back injuries

The Occupational Safety and Health Administration has begun a pilot program to help employers reduce back injuries, which account for an estimated one-fifth of all workplace injuries and illnesses.

Newspaper safety specialists report that back injuries, especially in the circulation department, are the most common type of newspaper injury and account for the greatest percentage of lost-time days [presstime, March 1984, p. 15].

According to the U.S. Department of Labor's Bureau of Labor Statistics, about one million workers suffered back injuries in 1980, the latest year for which figures are available.

Under OSHA's pilot program, specially trained inspectors will check for reports of back injuries whenever they consult accident records of employers in two of 10 OSHA regions—III Pennsylvania, Delaware, Washington, D.C., and West Virginia; and VIII Colorado, Montana, North Dakota and South Dakota.

If they find excessive back injuries, the inspectors will review the employer's training program for lifting and will offer to work with the employer to reduce hazards, OSHA said.

After the inspection, OSHA said, it will consider whether the hazards contributing to back injuries constitute a violation of the "general duty" clause of the Occupational Safety and Health Act of 1970.

The agency said it will rely on a document titled *Work Practices Guide for Manual Lifting*, which was developed by the National Institute for Occupational Safety and Health, in advising employers how to reduce back injury hazards.

A directive to OSHA's field staff noted that a "minimum" course for lifting training should cover:

- Risks of lifting
- Lifting biomechanics
- Musculo-skeletal considerations
- Individual self-risk assessment
- Handling skills—posture, movement, timing
- Handling aids
- Avoiding the unexpected.

The pilot program will continue through September, at which time it will be evaluated, OSHA said.

At least one newspaper—the New York Daily News—already has a new training program in place.

It was developed with Industrial Training Systems Corp. of Marlton, N.J., and includes a 10-minute audiovisual presentation of pictures taken in the newspaper's plant and at delivery points. A leader's guide for "The Back Story: A Spine Tingler" is used to encourage group discussion.

A quiz for employees is included in the guide. ITS notes that quiz results may be retained in employees' personnel files as a means of demonstrating to federal, state and local regulatory agencies, or insurance companies, that the employees were aware of the potential hazards of improper lifting.

Charles R. Lay, ITS manager of national accounts, said the normal price for the program is $395, but it is available to ANPA members for $325.

For additional information, contact Lay at ITS Corp., 11260 Roger Bacon Drive, Suite 201, Reston, Va. 22090; (703) 435-7300.

—Clark Newsom

New York Daily News employee lifts newspaper bundle the correct way.

Professionalism trial ends in Concord; verdict to come

The trial in a case that could have far-reaching effects on U.S. newsrooms ended June 13 in a federal District Court in Concord, N.H., but a ruling by Judge Shane Devine is not expected before late summer.

At issue is whether newspaper reporters should be considered professional employees exempt from coverage under the Fair Labor Standards Act.

The case stems from a routine audit by the U.S. Labor Department's Wage and Hour Division at the Concord Monitor covering the period February 1978 through January 1980. The division claims the newspaper owes additional overtime pay to 33 editors, reporters and photographers. The newspaper, however, contends that the individuals are professional employees exempt under the act.

The trial, which had been postponed several times in the past, began Jan. 20, 1986. It was recessed Feb. 4 and resumed June 9 [presstime, March 1986, p. 56].

At the conclusion of the trial, Devine waived oral summations by the attorneys. Post-hearing briefs will be submitted after the transcript is received.

"The briefs will be the critical documents in this case, in my opinion," said Monitor Publisher George W. Wilson.

In a related matter, the Wage and Hour Division is considering whether to designate newspaper reporters and others specifically as professionals. ANPA, The Newspaper Guild and others have submitted comments to the division, which has not indicated when it will respond to the comments [presstime, April 1986, p. 64]. ☐

NLRB judge finds newspaper violated act in bargaining

An administrative law judge has found The Idaho Statesman violated the Taft-Hartley Act by bargaining to an impasse with a union over a non-mandatory subject.

The case arose during negotiations with Typographical Union No. 271 over new contract terms for mailroom employees. The company proposed, among other things, that trainees covered by the previous agreement be absorbed into a new "helper" classification that would not be covered in the new agreement. Helpers' wages and working conditions would be set unilaterally by the company.

The company put its proposal into effect in October 1985 after the union rejected it.

Judge Michael D. Stevenson said the company violated the act by insisting to an impasse on a change in the bargaining unit's "scope"—that is, a change that takes union representation away from employees who previously had it.

Stevenson noted that "wages, hours, and other terms and conditions of employment" are mandatory bargaining subjects, while bargaining over the scope of a unit is a permissible subject. It is a violation of the act to bargain to an impasse over a permissive subject.

The judge recommended that the board order the company to resume bargaining and to restore the previous working conditions.

The company is appealing Stevenson's decision to the National Labor Relations Board.

(The Idaho Statesman and Boise Typographical Union, JD(SF)-41-86)

Board orders daily to bargain over changes

The Cincinnati Enquirer has been ordered by the NLRB to bargain with The Newspaper Guild over changes in the working conditions of editorial department employees.

The case arose after the union was certified to represent the employees, who previously had been represented by an independent union. The board agreed with an administrative law judge that the company had violated the Taft-Hartley Act by unilaterally assigning bargaining unit work to a supervisor when it created a new position of deputy features editor [**presstime**, Oct. 1985, p. 53].

The board also found that the company had violated the act by changing the wire editor's duties and by denying the union access to office mailboxes for the distribution of union material. It disagreed, however, with the judge's recommendation that the company be ordered to reimburse the Guild for postal expenses incurred in the mailing of its literature to members. A "sufficient nexus" did not exist between the company's action and the postal expenses, the board said.

The company did not appeal the order.

(The Cincinnati Enquirer Inc., 279 NLRB No. 149)

NLRB upholds daily in discharge case

The NLRB has affirmed an administrative law judge's decision that the Salinas Californian lawfully discharged its credit manager for engaging in union activities during an unsuccessful organizing campaign by The Newspaper Guild.

The judge found that the individual was a managerial employee unprotected by the Taft-Hartley Act [**presstime**, April 1986, p. 66].

Charges in the case were filed by the San Jose Newspaper Guild.

(Salinas Newspapers Inc., 279 NLRB No. 142)

Recent contract settlements

Indianapolis Star and News, ITU: Nine-year agreement covering composing room employees; retroactive to Oct. 1, 1985.

Minneapolis Star and Tribune, GCIU: Five-year agreement covering pressroom employees; retroactive to Dec. 1, 1984.

Philadelphia Inquirer and Daily News, ITU: Four-year agreement covering composing room employees; retroactive to Sept. 1, 1985.

(Details in July 1986 ANPA Labor & Personnel Relations Letter.)

New York court rules motor route carrier was independent contractor

New York State's second highest court has upheld The Daily Freeman of Kingston in its contention that a former motor route carrier was an independent contractor rather than an employee.

The case developed when the carrier's contract was terminated and she applied for unemployment insurance benefits. The newspaper objected to the determination by the local unemployment insurance office that she had been an employee and was eligible to receive benefits.

After a hearing, an administrative law judge overruled that finding on grounds that the claimant and all others "similarly situated" were independent contractors. The Unemployment Insurance Appeal Board upheld the judge's ruling.

The commissioner of labor appealed to the Supreme Court, Appellate Division, which affirmed the board's decision. The court found that the claimant was not bound by any time restrictions in delivering her papers, that her remuneration was negotiable and that customer complaints were referred directly to her. Additionally, the court noted, the claimant could add or delete customers without the publisher's prior approval, and she was not subject to territorial limitations.

"These factors were considered decisive by the board and have been found in other settings to indicate a lack of employer control, thereby supporting a finding of independent contractor status," the court said.

(Mid-Hudson Publications Inc. v. Roberts, No. 51586)

Union's membership to vote on affiliation

The board of directors of an independent union representing about 2,000 employees of The Wall Street Journal has approved an affiliation agreement with the Graphic Communications International Union.

The board of the Independent Association of Publishers' Employees approved the agreement June 14 by a 13-5 vote, with one abstention.

IAPE President Eric Frankland said the agreement will be submitted to his union's members "before the end of the year," the exact date to be set after Labor Day. An affiliation must be approved by two-thirds of the membership [**presstime**, June 1986, p. 97].

NLRB excludes district managers from bargaining unit

The NLRB regional director in Boston has ruled that about 30 circulation district managers of The Patriot Ledger in Quincy, Mass., are supervisors and excluded from a bargaining unit represented by an independent union.

The decision had the effect of dissolving the Patriot Ledger Circulation District Managers Association.

Regional Director Robert S. Fuchs, acting on a "unit clarification" petition filed by the company, found that the newspaper's juvenile carriers are employees supervised by the district managers.

Fuchs noted that the company, through the district managers, exercises "substantial control" over the carriers by:

- Checking on their performance
- Assigning them to new routes
- Transferring them
- Splitting or decreasing route size
- Resolving customer complaints
- Approving substitutes and helpers
- Discharging them when their work is unsatisfactory.

Further, he found that the carriers have no "proprietary interest" in their routes.

The regional director said it was "clear" that the district managers "responsibly direct" the carriers and that they are not independent contractors.

The union did not appeal the regional director's ruling.

Subsequently, all of the district managers were reclassified as salaried supervisors with management status.

(George W. Prescott Publishing Co. Inc. and Patriot Ledger Circulation District Managers Assn., Case No. 1-UC-455) ☐

Court remands discharge case

The Washington State Supreme Court has sent back to trial a case involving the discharge of a pressman at The Daily World of Aberdeen.

Ralph O. Brady, who had worked for the daily for more than 30 years, was fired in 1981 for being "under the influence" of alcohol on the job, and for earlier incidents of drinking and warnings based on prior reports.

Brady was advised that he should seek professional help, and if he did, his job would be held open for six weeks. However, he denied he was an alcoholic and sued for damages in Grays Harbor County Superior Court. The court granted the newspaper's motion for summary judgment, and Brady appealed.

The Supreme Court noted that Brady had been given a favorable job evaluation shortly before he was fired, and that he was allowed to finish his shift even though he was allegedly "under the influence."

The newspaper's employee handbook stated that an employee may be discharged for "intoxication," but the court found there was a question of whether he actually had been intoxicated and remanded the case to the trial court.

(Brady v. The Daily World, Wash. Supreme Court No. 52183-2) ☐

Arbitration proceedings begin in Albuquerque

A surprise midnight search for drugs and alcohol at the Albuquerque Publishing Co. plant has led to arbitration cases for two discharged mailroom employees, with the possibility of several more arbitrations to come.

In all, 22 mailers, pressmen, maintenance workers and drivers were fired for either drug or alcohol use or refusal to submit to tests following the January search.

The company handles non-editorial functions for The Albuquerque Tribune and Albuquerque Journal.

The two mailers whose grievances are being processed are represented by the International Typographical Union's Mailers Union No. 156.

Grievances have also been filed by Local 53 of the Graphic Communications International Union, which represents the publishing company's pressmen.

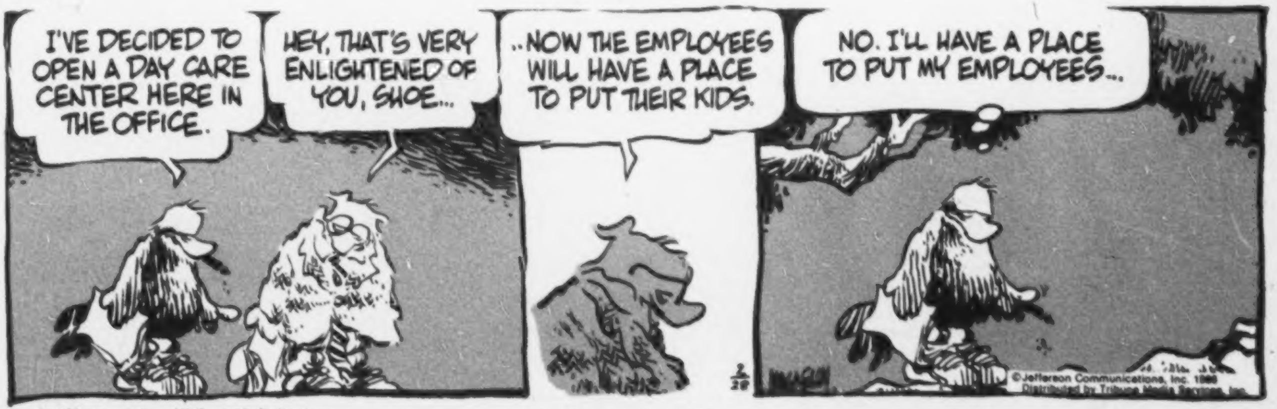
The Albuquerque situation also has led to activity in other forums. Two unfair labor practice charges filed with the National Labor Relations Board have been dismissed, as has one of five charges filed with the Equal Employment Opportunity Commission by four Hispanics and one black employee. In addition, several appeals are pending before the state's unemployment compensation board. ☐

EEOC nomination

President Reagan has nominated Clarence Thomas for a second five-year term as chairman of the Equal Employment Opportunity Commission. The appointment is subject to Senate confirmation. ☐

'Shoe'

By Jeff MacNelly


I'VE DECIDED TO OPEN A DAY CARE CENTER HERE IN THE OFFICE.
HEY, THAT'S VERY ENLIGHTENED OF YOU, SHOE...
..NOW THE EMPLOYEES WILL HAVE A PLACE TO PUT THEIR KIDS.
NO. I'LL HAVE A PLACE TO PUT MY EMPLOYEES...
2/28
MACNELLY
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Arbitrator rules newspaper can require blood tests

An arbitrator has upheld the right of a newspaper to require blood tests as part of periodic physical examinations of mailroom employees.

The labor agreement between The Star-Ledger of Newark and Mailers' Union No. 11 states that the newspaper has the right to have all employees undergo physical examinations when they are employed and periodically thereafter. But it does not mention blood tests.

The dispute arose in September 1985 when the company added blood screening as part of the examinations. The union opposed the addition of the tests for current employees, claiming that it was a unilateral change in working conditions in violation of the agreement.

The company contended, on the other hand, that there was nothing in the agreement that precluded requiring blood tests. A physician testified in the arbitration proceedings that it was necessary to perform blood tests in order to render an informed opinion about an individual.

Arbitrator Robert E. Light dismissed the union's grievance. He said he was "keenly aware of the current furor" respecting the rights of a citizen to privacy and "the desire of some individuals not to have their body invaded by a needle for fear of AIDS" or some other illness or injury, even though prepackaged, disposable needles are used to obtain the blood specimens.

But he said medical evidence showed that blood testing is a necessary component of a physical examination. He pointed out parenthetically that the union did not oppose blood tests for new applicants but only for current employees.

Light said he was not unmindful of the concerns of employees "given the notoriety and publicity attendant to the instances of AIDS, phobias of needles and the like." At the same time, he noted the precautions taken to ensure the sterility of the syringes used for tests and methods used to minimize or eliminate anxiety for individuals who are fearful of needles.

Wire Service Guild ratifies UPI contract

Members of the Wire Service Guild have ratified a new one-year labor agreement with United Press International, which has just emerged from bankruptcy. (See story, p. 19.) The new pact extends most provisions of the previous agreement through April 30, 1987.

Wage levels are frozen at 105 percent of what they were before pay cuts were instituted by UPI in September 1984. A reporter's top minimum pay is $585 after five years' experience, compared with a range of $655 to $675 at Associated Press.

The contract also provides for a profit-sharing plan for non-management employees.

Complaint dismissed in representation case

An unfair-labor-practice complaint against The Tribune Chronicle of Warren, Ohio, has been dismissed by the NLRB in a case dating back to 1981.

The complaint was based on charges filed by Local 721 of the International Union of Electrical, Radio and Machine Workers after it lost a representation election five years ago. The union alleged that before the election the company had unlawfully threatened employees with loss of benefits if they voted for the union.

In its recent decision, the board affirmed a 1984 recommendation by Administrative Law Judge James J. O'Meara Jr. that all allegations of wrongdoing by the company be dismissed. In 1983, O'Meara had made a similar recommendation, but the board remanded the case to him for further findings [**presstime**, Dec. 1984, p. 51].

(The Tribune Co., 279 NLRB No. 138)

Attorneys' fees awarded Los Angeles daily

Two lawyers have paid attorneys' fees of $20,157 to the Los Angeles Herald Examiner and $11,645 to an insurance administrator after losing a case in which they charged that the newspaper had denied medical benefits to a former employee. U.S. District Judge Mariana R. Pfaelzer ordered the payments after finding that the charge had no basis in fact.

Same-day coupon promotion will be tested

"A $40 value for the price of your paper!" "Twenty dollars worth of coupons in today's newspaper!" By Oct. 1 you may see ads or posters like that promoting the Sunday newspaper, said M. David Keil, president and managing director of the Audit Bureau of Circulations.

It's called same-day promotion of coupon value—an advertising and promotional idea long banned by the ABC's rule C 1.14. But at its June meeting, the ABC board voted to support a resolution advocated by ANPA and the Newspaper Advertising Bureau to lift the restriction and give same-day promotion a year's trial beginning Oct. 1 [**presstime**, May 1986, p. 71].

Under the rule now in effect, newspapers may not promote the value of coupons inserted in that edition if the value is more than half the sale price of the paper. ANPA and NAB have long been pressing for a change in the rule through their joint liaison committee for ABC matters.

Some advertisers have been reluctant to suspend the rule because they felt enticing readers to buy a paper because of the coupons inside would distort normal circulation. Some supporters of the ban also felt the promotion might increase coupon fraud, presumably by drawing attention to the total dollar value of the coupons inside a particular edition.

A study by the ANPA-NAB committee, however, apparently helped convince the ABC board that there would be no significant difference in circulation or other factors whether the papers did or did not promote same-day coupon values. The study found that people who bought newspapers already knew that coupons would be present on certain days when grocery ads ran.

Also at its June meeting, the board discussed liaison committee proposals that ABC adopt:

- An additional appeals method in cases where the bureau's managing director has ruled against an ABC member in a dispute.
- A legal waiver that members would sign as a condition of membership, in which they would agree not to claim any damages against ABC as a result of an adverse ruling against the member until all remedies provided in the bylaws had been exhausted.

'Dot gain' can be minimized

It's a great color photograph: sharp details, good texture, a full range of tones. But something is lost in the translation from the halftone to printed page. Instead of a vibrant reproduction, the picture is "muddy" and lacks definition.

Technical experts say the problem usually can be traced to "dot gain," defined as the increase in size of a halftone dot from the time it is created until it is printed on paper. Larger dots make pictures print darker than the original.

Although it's virtually impossible to eliminate, dot gain can be recognized and compensated for during the printing process. The new ANPA-Newspaper Advertising Bureau *Guide to Quality Newspaper Reproduction* offers dot standards for the reproduction of color as well as black-and-white halftones on offset and letterpress presses [presstime, June, 1986, p. 89].

John C. Harrington, ANPA photographer/color specialist, noted that generally recognized standards for black-and-white halftones have been in use for some time. Recommendations regarding color printing are of rising interest to newspapers, he said, because they are now using color more frequently.

According to Harrington, the color dot standards in the guide have been in use for several months at a number of newspapers, and they are reporting good results.

The standards recommend, for example, that when laying down cyan ink in process-color work on offset units, dots be in the 3-percent range for highlight, in the 40-percent range for mid-tones and the 75-percent range for shadow areas. (See chart.)

Halftone dots are produced when continuous-tone artwork is photographed through the grid pattern of a halftone screen that breaks up the image into lines of dots of various sizes and shapes. The number of lines per inch is the screen ruling. Most offset newspapers print an 85-line screen, while most letterpress newspapers use a 65-line screen.

The problem can be recognized and compensated for, according to experts.

Dots begin growing from the time they are created on film. They are larger where the original artwork is darker and smaller where it is lighter. Large dots cover more paper, and the more paper covered, the darker the image.

Small, round dots spaced far apart make up the highlight or lighter areas of the image. The dots get darker, larger and closer together in the mid-tone area.

For the shadow, or darkest part of the image, they get larger and are spaced even closer.

Before the halftone is made, a photoelectric instrument called a densitometer is used to measure the density of the image. It indicates density ranges from the very darkest to the very lightest areas of the photograph.

Harrington said dot gain occurs when the dots print larger than they should, a defect which can result in significant changes in color.

He and other photographic specialists said there are actually two kinds of dot gain: physical and optical. Physical dot gain is the actual growth of the dot from film to plate to press.

Optical dot gain is what the name implies, an illusion. Light scatters as it penetrates the paper surface, some of it surrounding the perimeter of the dot and some getting trapped under the dot, which makes the dot appear larger.

According to experts, dot gain is caused by a variety of factors, including absorbency of the paper, the amount and viscosity of the ink, how the blankets are packed on the press, how well rollers and other press components are maintained, and other variables.

Because newsprint is very absorbent, it encourages dots of ink to mass together, creating darker-than-intended shadows when halftones are reproduced. For that reason, using the least amount of ink possible is recommended.

One way to add sharpness of detail is to use drop-out dots; that is, eliminate the dots in selected areas on the plate so that no ink is deposited there during printing. This provides a sharper contrast for the

Recommended ranges for color halftone dots

Ink laydown sequence: cyan, magenta, yellow, black

Color halftone dot on negative	OFFSET			LETTERPRESS			COMBINATION		
	Highlight	Midtone	Shadow	Highlight	Midtone	Shadow	Highlight	Midtone	Shadow
Cyan	3%	40%	75%	*9%	45%	75%	*9%	45%	75%
Magenta	1%	30%	60%	9%	31%	75%	9%	31%	75%
Yellow	1%	30%	60%	9%	31%	75%	9%	31%	75%
Black	0	1%	60%	—	—	—	—	—	—

*For prints, highlight should be 15%

Source: ANPA-NAB *Guide to Quality Newspaper Reproduction*

Alberto Pacheco

other areas around the drop-out dot area.

Harrington said this method may be used for certain highlight areas, such as the sleeve of a man's white shirt. But caution should be exercised. If too many dots are removed, so is much of the definition; then the highlight areas can reproduce as large, white blobs on the printed page.

Scott Cornish, manager of the scanner department at USA Today, said a number of steps can be taken to minimize the variables.

One, adopted by his newspaper, is to standardize as many elements of the printing process as possible. Production personnel have ensured that the USA Today printing plants across the country use ANPA AD-LITHO™ inks, that plates are of consistently good quality and that a constant ink density is maintained.

While acknowledging dot gain is inevitable, Harrington said making allowances when producing halftones and maintaining consistency during the press run can control the problem and ensure that the printed image is as close to the original as possible.

—Rosalind C. Truitt

TECHNOLOGY CALENDAR

- A seminar on **Color Image Assembly and the Impact of New Prepress Equipment** will be July 29 at the Sheraton Midway in Minneapolis. It is sponsored by Printing Industries of Minnesota Inc.

- The **Atex Newspaper Users Group** will meet Aug. 17-20 at the Westin Hotel Utah in Salt Lake City

- Seybold Seminars will hold its first **Desktop Publishing Conference and Equipment Exposition** Sept. 3-6 at the Hyatt Regency San Francicso.

- The Flexographic Technical Association will sponsor a **Prepress Seminar** Sept. 10-11 at the Rochester Institute of Technology.

- **The Creative Data Systems Users' Conference** will be Sept. 18-20 at the Marriott Tan-Tar-A Resort, Lake of the Ozarks, in Osage, Mo.

- The annual **Lasers in Graphics/Electronics Publishing in the '80s Conference** will be Sept. 21-29 at the Anaheim Hilton in Anaheim, Calif.

- The annual **New England Newspaper Operations Conference** will be Sept. 25-28 at the Sheraton Islander Hotel and Conference Center in Newport, R.I.

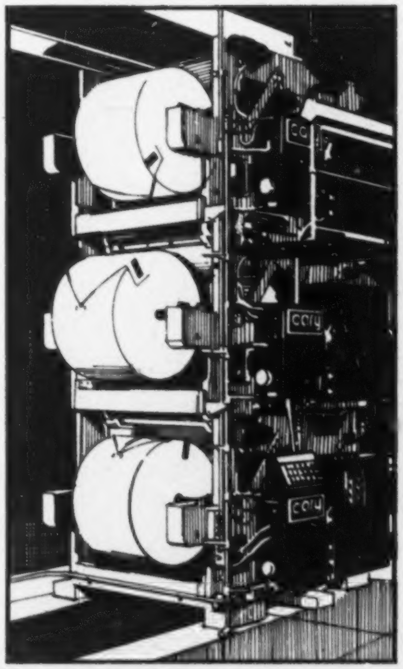
- **Graphic Arts Marketing Information Services'** meeting will be Oct. 1-3 at the St. Paul Hotel in St. Paul. GAMIS is a printing group.

- The **Sixth Annual ANPA Health and Safety Symposium** will be Oct. 2-3 at the Marriott Hotel City Center in Denver.

- The Society of Photographic Scientists and Engineers will hold its fall symposium and annual **International Conference & Exposition on Electronic Imaging** Oct. 13-16 at the Hyatt Regency Crystal City in Arlington, Va.

- The **International Newspaper Conversions Group** will meet Oct. 15-17 at the Capital Hilton in Washington, D.C.

- **Graph Expo '86 East** will be Oct. 19-22 at the Philadelphia Civic Center.



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TECHNOLOGY NOTES

- Crosfield Electronics Ltd. has **acquired Muirhead Data Communications Ltd**. A Crosfield spokesman said the move is designed to enhance its range of newspaper and other publishing products.

Muirhead, which has headquarters in Rexdale, Ontario, makes an electronic picture desk and a flatbed scanner, among other products. Earlier this year, Crosfield acquired Hastech Inc., which makes text and pagination systems [**presstime**, June 1986, p. 90].

Crosfield, a British firm, manufactures color scanners, raster image processors and other prepress equipment.

- Under a new **joint marketing agreement**, Digital Equipment Corp. of Maynard, Mass., and Century Computing Inc. of Laurel, Md., will jointly market Digital's VAX computers and Century's Comm100 Link software.

The software will allow linkage of non-Digital terminals to a central VAX for collecting and processing data. The computer connections can be made in a variety of ways, including telecommunications, fiber optics and microwave relay.

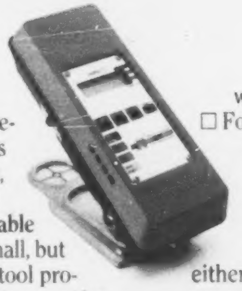
- The Marietta (Ga.) Daily Journal and Neighbor Newspapers of Marietta are the first to use Creative Data System's Layout System. After three months, they report cutting the time to **dummy advertising layouts** from two hours per paper per day to 20 to 30 minutes.

The software system can be programmed to ensure that coupons aren't placed back to back and that competitive customers don't run side by side.

- Greater Buffalo Press, the country's largest printer of color Sunday comics, is converting two more of its letterpress presses to **flexography**.

A company spokesman said the move is being made in the belief it will reduce ink rub-off and allow the use of lighter-weight newsprint.

Publisher's Equipment Corp. of Carrollton, Texas, which converted one Greater Buffalo letterpress press last February, also will handle the next conversions.



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Arbitration panel adopts labor pact spurned by workers

A tentative labor agreement reached last year between most of the nation's railroads and the Brotherhood of Locomotive Engineers, which was later rejected by the union, was adopted by an arbitration panel.

The union and rail management had decided to accept binding federal arbitration by the National Mediation Board.

Over the length of the contract, extending through June 30, 1988, employees will receive a 10.5-percent wage hike [**presstime**, May 1986, p. 84].

Meanwhile, a 60-day cooling-off period between the Brotherhood of Maintenance of Way Employees and three railroads—the Maine Central, the Delaware and Hudson, and the Boston & Maine—will end the middle of this month. Any federal intervention after a cooling-off period is usually up to Congress [**presstime**, June 1986, p. 90]. ☐

Greyhound reorganizes into four units

Greyhound Corp. has split into four regional carriers with independent agents managing all terminals as part of a strategy to compete more effectively against airlines and local bus operators [**presstime**, May 1986, p. 84].

Eastern Greyhound Lines is based in New York, Central Greyhound Lines in Chicago, Southern Greyhound in Atlanta and Western Greyhound in San Francisco. Each company is separately incorporated and, for internal purposes, will produce separate financial reports.

Greyhound's main national competitor, Trailways Corp. and affiliated lines, has long been decentralized. Trailways is a group of separate companies operating under the Trailways name. ☐

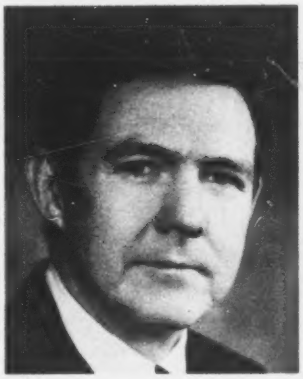
Union Pacific renews rail line offer

Union Pacific Corp. announced that its proposed acquisition of the Missouri-Kansas-Texas Railroad has been reinstated after not succeeding last year.

UP said terms of the agreement were similar to an original pact made a year ago between UP and Katy Industries, parent company of the Missouri-Texas-Kansas rail [**presstime**, July 1985, p. 72]. ☐

Lasercomp

Speeches



Frank A. Bennack Jr.

David Starr

Martin Casey

Edwin L. Heminger

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

Reflections on the Newspaper Business Today
Frank A. Bennack Jr., president and chief executive officer, The Hearst Corp., New York City. Allied Daily Newspapers annual meeting, Portland, Ore., May 15

It's Time to Reintroduce Newspapers' Advertising Strengths
James Hoge, president and publisher, New York Daily News. International Newspaper Promotion Association annual international conference, Fort Lauderdale, May 19

Protecting the Freedom of Information Act
David Starr, publisher, Springfield (Mass.) Union and News. House Subcommittee on Government Information, Justice and Agriculture, Washington, D.C., June 5

Federal Tax Legislation: Impact on Newspapers
Martin Casey, ANPA manager/government and international affairs, Reston, Va. International Newspaper Financial Executives Spring Conference, Scottsdale, Ariz., May 19

The Rest of the Constitution
Warren E. Burger, chief justice of the United States. American Society of Newspaper Editors annual convention, Washington, D.C., April 11

From the International Federation of Newspaper Publishers annual congress, Lisbon, Portugal, May 25-28:

Free Expression: The Cornerstone of Freedom
Anthony Heard, editor, Cape Times, Cape Town, South Africa. Remarks made in receiving the Golden Pen of Freedom Award

Press Access to Outer Space
Edwin L. Heminger, editor and publisher, The Courier, Findlay, Ohio

The State-owned Press in Portugal
Adriano Lucas, director, Diário de Coimbra, Portugal

From Totalitarian Censorship to Press Freedom in Portugal
Raul Rego, former editor, La Republica, Lisbon, Portugal, and 1976 recipient of the Golden Pen of Freedom

The Case of La Prensa in Nicaragua
Violetta Chamorro de Barrios, member of the family publishing La Prensa in Managua, Nicaragua

Journalists in the Year 2000
Giovanni Giovannini, president, Italian Newspaper Publishers Association, Turin

How to Sell Newspapers in the Year 2000
Jens Carsten Nielsen, marketing director, Politiken, Copenhagen, Denmark

What Newspapers Are Doing to Affect the Future of Advertising
Charles Kinsolving Jr., vice president/new technology, Newspaper Advertising Bureau, New York City

Press Councils—Statutory and Voluntary
O. R. McGregor, chairman, Advertising Standards Authority, London

Newspapers in Changing Media Markets
Eberhard Witte, professor, Department of Economics, Munich University, West Germany

'85 consumption rose 2.3 percent at U.S. dailies

Daily newspapers in the United States consumed a record 8,724,521 metric tons of newsprint in 1985, an increase of 2.3 percent from the previous record of 8,531,857 tons set a year earlier, according to ANPA's annual survey of newsprint consumption.

The state-by-state report shows that Minnesota had the largest percentage increase between 1984 (110,967 tons) and 1985 (125,976), 13.5 percent. Next highest were New Jersey (13.4 percent), North Carolina (12.4 percent), Arkansas (11.5) and New Hampshire (11.4).

New Jersey, which used 338,334 tons, had the biggest increase in actual tonnage consumed—39,906 tons. California remained the number-one consumer of newsprint, using 1,196,556 tons—13.7 percent of the national total.

Net increases were recorded in 36 states as well as the District of Columbia.

Alaska had the largest percentage decrease, 9.6, or 2,478 tons. Texas had the biggest decrease in actual tonnage consumed—21,293 tons (748,795 vs. 770,088).

In ANPA's annual breakdown of regional consumption, the Northeast showed the largest percentage increase between 1984 (2,065,556 tons) and 1985 (2,139,702), 3.6 percent, followed by the South at 2.2 percent, the North Central states at 1.7 percent and the West at 1.3 percent.

The annual survey [presstime, Aug. 1985, p. 56] covered 1,752 daily newspapers as well as some foreign-language, college and special-service dailies such as trade newspapers. Altogether, they accounted for 75.3 percent of 1985's estimated newsprint consumption by all U.S. users of 11,587,000 tons, an increase of 1.4 percent and also a record. All users include weekly newspapers, commercial printers, free-distribution publications, comic sections and the government.

The 2.3-percent figure for the increase in consumption by U.S. dailies supersedes a preliminary estimate that had indicated an increase of 2.7 percent [presstime, Feb. 1986, p. 58]. The preliminary estimate was based on stratified data from newspapers in ANPA's statistical sample. The new consumption report was based on a poll of every daily newspaper in the United States. ☐

State-by-state newsprint consumption by U.S. daily newspapers*

	1985	1984	% change
Alabama	71,395	69,487	2.7
Alaska	23,410	25,888	-9.6
Arizona	149,646	140,471	6.5
Arkansas	50,074	44,923	11.5
California	1,196,556	1,176,386	1.7
Colorado	195,139	196,350	-0.6
Connecticut	108,420	104,084	4.2
Delaware	16,150	15,597	3.5
District of Columbia	234,437	229,478	2.2
Florida	554,656	540,743	2.6
Georgia	187,586	170,635	9.9
Hawaii	27,302	25,857	5.6
Idaho	16,909	15,731	7.5
Illinois	438,667	447,263	-1.9
Indiana	139,261	134,248	3.7
Iowa	70,203	74,758	-6.1
Kansas	43,144	42,083	2.5
Kentucky	72,843	70,704	3.0
Louisiana	121,894	122,337	-0.4
Maine	22,738	22,421	1.4
Maryland	108,210	103,714	4.3
Massachusetts	289,679	281,557	2.9
Michigan	313,199	295,374	6.0
Minnesota	125,976	110,967	13.5
Mississippi	35,596	35,300	0.8
Missouri	174,246	175,321	-0.6
Montana	13,323	14,174	-6.0
Nebraska	47,719	46,188	3.3
Nevada	39,453	37,953	4.0
New Hampshire	19,316	17,333	11.4
New Jersey	338,334	298,428	13.4
New Mexico	28,884	27,292	5.8
New York	904,249	875,755	3.3
North Carolina	153,292	136,365	12.4
North Dakota	13,146	13,254	-0.8
Ohio	334,095	330,398	1.1
Oklahoma	82,485	79,778	3.4
Oregon	90,730	87,949	3.2
Pennsylvania	410,608	421,923	-2.7
Rhode Island	38,870	36,746	5.8
South Carolina	68,076	62,197	9.5
South Dakota	9,664	9,691	-0.3
Tennessee	115,386	116,617	-1.1
Texas	748,795	770,088	-2.8
Utah	39,492	37,928	4.1
Vermont	7,486	7,309	2.4
Virginia	132,189	124,483	6.2
Washington	137,399	145,646	-5.7
West Virginia	30,715	30,174	1.8
Wisconsin	127,482	125,971	1.2
Wyoming	5,997	6,540	-8.3
Total	8,724,521	8,531,857	2.3

Regional newsprint consumption by U.S. daily newspapers*

	1985		1984		
	Number of newspapers	Consumption	Number of newspapers	Consumption	% change
Northeast	313	2,139,702	311	2,065,556	3.6
North Central	544	1,836,803	537	1,805,516	1.7
South	589	2,783,778	579	2,722,620	2.2
West	306	1,964,238	301	1,938,165	1.3
Total	1,752	8,724,521	1,728	8,531,857	2.3
Total consumption by all U.S. users		11,587,000		11,431,000	1.4

---

*Metric tons

Shipment data can be retrieved electronically

After a three-month test at The Daytona Beach (Fla.) News-Journal, Emlink, a new project that allows electronic transmission of manifest information from newsprint manufacturers to newsprint users, has been announced by a joint industry task force.

Vendors can provide newsprint tracking information in the EMBARC format directly into the computers of newspapers. EMBARC—the acronym stands for "electronic manifesting and bar coding of paper stock shipments"—tracks newspaper sales and shipping dates and contains newsprint basis weights and grade identification as well as contract data and other information [presstime, April 1985, p. 56].

Newsprint manufacturers can provide newspapers with details about signing up with Emlink. The cooperative efforts of a variety of newspaper, graphics, paper and other associations led to the establishment of EMBARC in 1985. The need for such a system had been recognized for several years.

The task force involved in setting up Emlink consisted of representatives from ANPA, the Graphic Communications Association, the American Paper Institute, the Canadian Pulp and Paper Association, the Envelope Manufacturers of America, and the National Paper Trade Association. ☐

May's statistics delayed

Newsprint statistics for May were not available at press time. They will be published in the August issue.

Craig Flournoy and George Rodrigue, Reporters, The Dallas Morning News

■ When word about the Pulitzers came across the wire Thursday afternoon, April 17, 1986, cheers swept through the newsroom of The Dallas Morning News. It was announced that the Pulitzer Prize for National Reporting had been awarded to Craig Flournoy and George Rodrigue for their 8-part series, "Separate and Unequal: Subsidized Housing in America." This series documented systematic discrimination in subsidized housing across America that has gone unchecked despite legislation, federal regulation and court decisions. Supervised and edited by Howard Swindle, the series was published by The Morning News in February 1985, the culmination of a 14-month investigation that included interviews in 43 East Texas counties and 47 cities nationwide. ■ As a result of this series, a U.S. House Committee and the Commission on Civil Rights have both ordered investigations into the subsidized housing system. ■ As the most prestigious award in our industry, this Pulitzer reflects the long-standing commitment of The Dallas Morning News to give our readers journalism of the highest standards every day. ■ For a copy of this series, call Ralph Langer, Vice President and Executive Editor, at (214) 977-8363.

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**ABC Publisher's Statement, March 31, 1986. Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc., Grant H. Webb & Co., Inc., The Colin Turner Group, The Leonard Co., Lenha Hawaii, Publications Representatives International, Inc.*

Baltimore joins acquisition hot spots with sale of the Sunpapers

BUSINESS ROUND-UP

Stockholders of family-owned A.S. Abell Co. on June 13 ratified the sale of the Baltimore company to The Times Mirror Co. of Los Angeles. There was no discussion and no dissent, a spokesman for the Abell family said.

The ratification came two weeks after Times Mirror announced the $600-million purchase of the Baltimore Sunpapers and two television stations. The unexpected development came only a day after The Hearst Corp., failing to find a suitable buyer, closed the Sun's rival, the 213-year-old Baltimore News-American [presstime, Jan. 1986, p. 62].

Robert F. Erburu, chairman and chief executive officer of Times Mirror, said the purchase will diminish the company's earnings by about 20 cents a share in 1987 but will prove to be a great buy over the long term. Newspaper analyst John Morton of Lynch, Jones & Ryan in Washington, D.C., agreed, pointing out that the Sunpapers with a combined circulation of 375,000 are quality products that now are without major newspaper competition in a growing market.

Even so, the purchase caused Standard & Poor's to place Times Mirror on its CreditWatch list. Observers said the purchase may cause Sun executives to postpone plans to expand suburban coverage. As many of the more than 100,000 readers of the News-American move to the Sun, expenses will rise faster in the short run than the paper can adjust its advertising rates, analysts said.

To comply with Federal Communications Commission cross-ownership regulations, Times Mirror—as a buyer of a newspaper/broadcast combination in the same market—will sell WMAR-TV.

In other newspaper-business developments:

• The new owner and president of Standard Gravure Corp. of Louisville said the firm will continue to print Sunday magazines for newspapers that include The Courier-Journal, the St. Louis Post-Dispatch and the Akron Beacon Journal. Michael D. Shea, an Atlanta businessman, paid the Bingham family of Louisville more than $20 million for the printing plant in late May.

The Binghams, who sold The Courier-Journal and The Louisville Times to Gannett Co. for about $300 million in mid-May [presstime, June 1986, p. 98], are divesting themselves of all communications properties, a family spokesman said. On May 30, the family sold WHAS-TV of Louisville to the Providence Journal Co. for $85.7 million, and the $20.1-million sale of two Louisville radio stations, WHAS-AM and WAMZ-FM, is in process to Clear Channel Communications Inc. of San Antonio.

• In yet another move to prevent unfriendly takeover bids, Dow Jones & Co. plans to issue a new class of stock early this month. Under the plan, each Class B share of common stock will carry 10 votes, and one share of Class B common will be distributed for every two shares of common stock held as of June 9. The Class B shares will not be transferable except to a stockholder's family members.

A Dow Jones spokesman said the new class of stock will facilitate retention of control by the Bancroft family, who control 57 percent of Dow Jones common [presstime, April 1986, p. 75]. ☐

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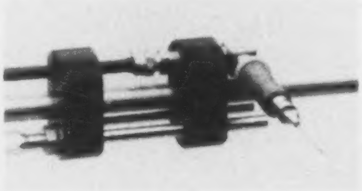

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AP

London firefighters hose a blaze that destroyed a newsprint warehouse owned by a subsidiary of Rupert Murdoch's News International company, which publishes The Times and three other newspapers in a high-technology plant across the Thames River from the warehouse. Most of the 10,000 rolls of newsprint destroyed in the fire were destined for non-Murdoch papers in Britain. Police said the fire was ignited June 2 by arsonists.

There's no glut of advertising in Oil Belt newspapers

It's so bad in West Texas, one story goes, that a bank advertised this deal: A customer opening a $100 savings account would be offered either an oil rig or a toaster. And the bank ran out of toasters.

The depressed oil market in oil-dependent states like Texas, Louisiana and Oklahoma has had widespread effects on employment, the economy in general—and on newspapers.

In the Oil Belt's biggest city, Houston, executives of the two daily newspapers have seen advertising revenues drop significantly during the first five months of this year compared with the same period of 1985. Total ads were down 15-16 percent at the Houston Chronicle, according to the company president, Richard J.V. Johnson, and 7-10 percent at The Houston Post, according to Publisher Donald F. Hunt.

"At the Chronicle, we have 101 accounts not advertising that were advertising last year," Johnson said. "In classified, we were the leading newspaper for help-wanted in the nation; now help-wanted is wiped out."

Hunt said the total advertising for both Houston dailies for 1984 was $300 million; it is estimated that figure will fall to $250 million for 1986, he said.

A wage freeze is in effect at both papers. Since Hunt and J. Douglas Creighton bought the Post in 1983, they have reduced the staff from 1,750 to 1,300 employees, but Hunt said the reduction took place before the oil crunch because staffing was "artificially high."

The Chronicle has had a hiring freeze since October. In addition, the paper is offering an early-retirement plan to employees over 55 years of age who have at least 10 years of service.

Harte-Hanks Communications Inc. of San Antonio, whose properties include 11 daily and 14 non-daily newspapers in Texas, imposed a 5-percent payroll cut in every division of the company. Robert G. Marbut, president and chief executive officer, said in February the low gas and oil prices and the resulting stagnant economy were major causes of the payroll cuts.

In Louisiana, The Daily Review of Morgan City has seen its classified advertising volume drop 40 to 60 percent from the 1980-82 peak. Unemployment in St. Mary's Parish was 21.3 percent in June and, said Associate Publisher Steve Shirley, "No one is looking for people to work right now."

The Oklahoma Press Association, which held its annual convention in Lake Kingston in June, loaded the agenda with workshop themes such as "Managing Against Troubled Times," and "Oil and the Southwest Economy: Where's the Bottom line?"

Ben Blackstock, executive vice president of the OPA, said newspapers throughout the state are reporting a 15- to 35-percent decline in gross income compared with two years ago.

The number of active drilling oil rigs has fallen to about one-fifth the number in use two years ago, he said.

—Gene Goltz

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South Africa investment list deletes news organizations

The Investor Responsibility Research Center of Washington, D.C., has deleted a controversial news media list from its new directory of companies with investments in South Africa.

The list of U.S. news organizations with correspondents in South Africa, which appeared as an appendix to the IRRC's previous directory, caused at least one state to include newspaper companies on its "hit list" of companies whose stock was to be sold from its state pension portfolio as a way of protesting South Africa's apartheid policy.

The news media list was not included in the latest IRRC directory, issued in May, because "some people weren't reading the explanation of the appendix and were divesting from those organizations, even though they may not have had anything in South Africa but a reporter," according to Meg Voorhes, assistant director of IRRC's South Africa Review Service.

ANPA had urged IRRC to delete the appendix, arguing that it was misleading and counterproductive.

New Jersey's Division of Investment used the directory to compile a divestment list that included The New York Times Co. and The Times Mirror Co.

Subsequently, New Jersey's attorney general ruled that the state's South Africa divestment law does not apply to news organizations whose principal activity in South Africa is gathering news for dissemination abroad. The attorney general also said the state's Division of Investment could not use an outside source, such as the directory, to compile a divestment list [presstime, March 1986, p. 67]. ☐

Business reporting book offered by Foundation

ANPA Foundation has available at no charge (except shipping) copies of *Reporting on Business and the Economy,* written and edited by 13 business journalists.

The book, published in 1981 under a grant from the Foundation, offers advice on covering such topics as inflation, energy, consumerism, and wages and employment.

Single copies are mailed at a cost to the recipient of $1. Bulk orders are billed for United Parcel Service charges. To order, contact Ruth Finn of the Foundation at The Newspaper Center, Reston, Va. ☐

University of Miami gets huge gift from James L. Knight

The University of Miami has received the largest gift in its 60-year history, a $56,250,000 charitable trust fund established by James L. Knight, former chairman of the company now known as Knight-Ridder Inc.

Knight and his brother, John, in 1937 purchased The Miami Herald, which under their leadership became the flagship of Miami-based Knight-Ridder, one of the nation's largest newspaper groups.

Although he did not attend the University, Knight has supported the school for many years. "I adopted the university because I admired the drive and persistence of its leaders to assure the university's place in the galaxy of great centers of learning," Knight said.

The gift, which does not involve any direct funding for UM's School of Communication, was announced May 29 and is believed to be one of the largest ever presented to a university from an individual. ☐

Changes in command

The **Organization of News Ombudsmen,** at its annual convention May 18-21 in Washington, D.C., elected the following officers:

- *President*—Claire Balfour, The Gazette, Montreal
- *Vice President*—Robert Kierstead, The Boston Globe
- *Secretary-Treasurer*—Arthur C. Nauman, The Sacramento Bee

The **International Newspaper Promotion Association,** at its 56th international conference May 18-21 in Fort Lauderdale, elected the following new officers:

- *President*—Caroline John, The Atlanta Journal and The Atlanta Constitution
- *President-elect*—David C. Teague, T. Bailey Forman Ltd., Nottingham, England
- *Vice President*—E. Russell Donnelly, Worcester (Mass.) Telegram and The Evening Gazette. ☐

Recent acquisitions

Independent Newspapers Inc. of Dover, Del., is acquiring the Cambridge (Md.) Banner Corp., which includes The Daily Banner of Cambridge, circulation 7,541. ☐

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ANPA Calendar

JULY

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., July 7-11

ANPA Foundation Literacy Workshop
The Newspaper Center, Reston, Va., July 9-10

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va., July 21-25

AUGUST

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Aug. 4-8

ANPA Newspaper Process Camera Techniques Seminar
The Newspaper Center, Reston, Va., Aug. 4-8

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Aug. 18-22

ANPA Executive Committee meeting
The Newspaper Center, Reston, Va., Aug. 26

SEPTEMBER

Newspaper Executives Marketing Seminar sponsored by ANPA and the International Newspaper Promotion Association
Scottsdale (Ariz.) Conference Center, Sept. 2-8

ANPA Technical Committee and Operations Management Conference & Exposition Arrangements Committee meetings
The Newspaper Center, Reston, Va., Sept. 4-5

ANPA Board of Directors meeting
Sonesta Beach Hotel, Southampton, Bermuda, Sept. 10-11

ANPA Foundation Newspaper in Education Committee meeting
Biloxi Hilton, Biloxi, Miss., Sept. 11-12

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Sept. 15-19

ANPA Convention Arrangements Committee meeting
The Waldorf-Astoria, New York City, Sept. 16

ANPA Human Resources Committee meeting
The Mayflower, Washington, D.C. Sept. 22-23

ANPA Management Development Workshop
The Knickerbocker, Chicago, Sept. 22-25

ANPA Government Affairs Committee meeting
The Mayflower, Washington, D.C., Sept. 23-24

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Omni International Hotel, Norfolk, Sept. 29-Oct. 1

ANPA Direct Screen Color Separation for Newspapers Seminar
The Newspaper Center, Reston, Va., Sept. 29-Oct. 3

OCTOBER

ANPA Health and Safety Symposium
Denver Marriott, Oct. 2-3

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., Oct. 6-10

ANPA Advanced Management Workshop
Sir Francis Drake Hotel, San Francisco, Oct. 13-15

ANPA Postal Committee meeting
J. W. Marriott Hotel, Washington, D.C., Oct. 14-15

presstime Advisory Committee meeting
The Newspaper Center, Reston, Va., Oct. 16

ANPA Legal Affairs Committee meeting
The Mayflower, Washington, D.C., Oct. 16

ANPA/American Bar Association Task Force meeting
The Mayflower, Washington, D.C., Oct. 16

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over-set

Press doesn't buy town's gimmick to get attention!

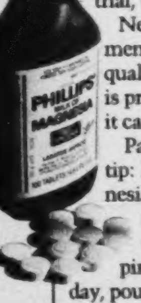
Adding an exclamation point to its name may have brought Hamilton!, Ohio, the attention it desired, but the Associated Press and The Journal-News of Hamilton have yet to adopt the newly punctuated form.

The exclamation point is part of a publicly financed public relations campaign that the city council hopes will attract attention, industry and jobs.

Even though it supports the PR campaign, The Journal-News will not use the punctuation mark in its nameplate or stories. "Substance, not packaging, determines whether a town is successful," notes Managing Editor Bob Walker.

AP will continue to refer to the southwestern Ohio community as plain old "Hamilton," unless postal authorities add the exclamation point in the *United States Postal Guide.* Jack Cappon, general news editor of AP Features, says, "If they make the *Postal Guide* with it, I guess we will use it . . . and (then) hope that nothing happens there!"

Eases heartburn, too



If you want to preserve a treasured newspaper clipping, whether a recipe or an item about Uncle Hugo's embezzlement trial, there's hope.

Newsprint, because of elements ranging from fiber quality to the effects of light, is prone to deterioration, but it can be stabilized.

Paper chemists offer this tip: Dissolve a Milk of Magnesia tablet in a quart of club soda and refrigerate overnight. Place the clipping in a flat pan the next day, pour the mixture over it and let it sit for an hour. Then lay the clipping flat to dry.

WARNING
THE SURGEON GENERAL HAS DETERMINED TAKING TOP NEWSPAPER IS NOT DANGEROUS TO YOUR HAND.

Erica Lansner

Despite the sign, a newspaper buyer still eschews the top copy at the Optimo Cigar Shop, 7 E. 14th St. in New York City.

Moammar makes it official: spell it G-a-d-h-a-f-i

It may have taken 17 years, but Libya's leader has finally provided the West with a preferred English spelling of his name: Moammar El-Gadhafi.

The answer to what has been a longstanding journalistic dilemma came in a letter that he sent to second-graders at a St. Paul school. The students had sent letters, part of a weekly class project, to him and to President Reagan following the fighting in the Gulf of Sidra. The students urged the heads of state to settle their differences by talking instead of killing.

In his response, Gadhafi denounced the President and U.S. policy, and he explained the Libyan position. At the foot of the letter, "Moammar El-Gadhafi" was typed beneath the colonel's Arabic script signature.

News of the reply was reported initially by the St. Paul Pioneer Press and Dispatch, followed by the Associated Press and United Press International. A week later, the wire services announced a change in their stylebooks from "Khadafy," which they had used since he came to power in 1969, to "Gadhafi." The Washington Post, Chicago Tribune, The Dallas Morning News and USA Today have also decided to adopt "Gadhafi."

The New York Times and Time magazine, however, have decided not to change. The former will continue to use Qaddafi; the latter, Gaddafi.

Getting lost in the translation

Using stories, unchecked, that have appeared elsewhere is a risky business.

Consider an experience attributed to Ben D. Martin, former manager of the California Newspaper Publishers Association. Martin wrote an item for his association's news bulletin. The piece was picked up and run in other state press association bulletins around the country. Eventually, Martin read the story in one of those publications. Not recognizing the well-traveled tale as his own, he published it and credited the bulletin from which he had taken it.

That tale was told in a recent issue of the South Carolina Press Association Information Bulletin.

However, when **presstime** attempted to check the story's authenticity, it found that Martin's memory for his own stories remains less than perfect, eight years after his retirement from CNPA. "I don't remember it," he says, "but it probably happened," citing the penchant of state press associations for picking up interesting items from each others' newsletters.

Newspaper numbers

7.8—average number of newspaper strikes per year in Canada and the United States during the 1980s.

4—number of U.S. dailies selling for 50 cents per copy at the end of 1985.

77—percent of U.S. daily circulation accounted for by group-owned papers.

186—number of foreign correspondents for U.S. newspapers.

50,098,000—total circulation of the 7,711 weeklies in the United States at the end of 1985.

62,723,438—number of daily copies circulated in the United States on weekdays as of Sept. 30, 1985.

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"I'm sort of the back roads person for the AP," says Special Correspondent Jules Loh. "I have been to every state, not as a tourist but as a reporter, talking to the people. And I'm forever discovering something about this country that I didn't know before."

The Associated Press is a news organization that doesn't have a star system, but Jules Loh stands out. His stories, focused on the everyday lives of Americans, often show the extraordinary side of ordinary people. His well-crafted pieces have been spotlighted in almost every newspaper in the country and have made his name one of AP's most familiar bylines.

Loh is a product of AP. He came up through the bureau system, starting 28 years ago in Louisville, filing the wire. He's spent his career taking on all kinds of news and features assignments, routine and special, to serve the needs of the thousands of member newspapers and broadcasters who own AP.

Like him, the 2,850 people who staff AP's 219 offices around the world are dedicated to giving these members the highest quality service in the news industry — a goal that is a continuing commitment by everyone in AP.

"Quality is not something I specifically think about every time I go to work in the morning," says Loh. "But when you're working with people who have a commitment to excellence and to quality, the quality comes out."

AP Associated Press
Quality. Commitment.

Jules Loh (left) talks with Teddy Hayes in Sasabe, Ariz.

Bob Daugherty